

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City



VOL. CLIII, No. 11

NEW YORK, DECEMBER 11, 1930

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## exposing the cheese PIRATES

THE trade-mark on manufactured commodities is as old as business itself. It is the primal safeguard of original effort and surpassing excellence.

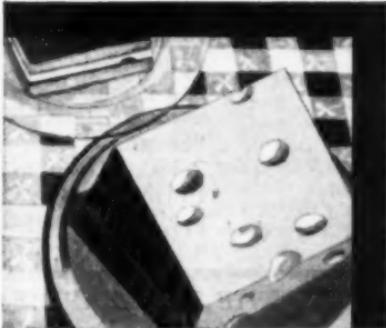
Trade-marking basic commodities is only a recent practice. But it is proving an important sales assistant.

Climate, soil, and other growing factors produce lumber of a definite character. A trade-mark protects it against unscrupulous substitution.

A certain kind of gasoline comes only from a definite type of petroleum base. Adding a color (a trade-mark) identifies it beyond mistake.

Characteristic climate, water, fodder and cattle in Switzerland produce a definitely distinct type of cheese. It has an individual flavor and food value which less fortunately situated cheese-makers are unable to secure.

To identify genuine Switzerland Cheese beyond peradventure



of substitution by those who would trade on its superior qualities we induced the Switzerland Cheese Association to trade-mark every wheel of their cheese with innumerable imprints of "Switzerland Cheese" on the rind.

This trade-mark and the reasons for it have been extensively advertised in color in women's publications. Our purpose was to establish identity and foil the cheese cheaters. Both purposes are succeeding.

**N. W. AYER & SON, INC.**  
*Advertising Headquarters*

WASHINGTON SQUARE • PHILADELPHIA  
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# Is Your Dealer Selling or Storing Your Goods?

- ✓ ✓ Every dealer purchaser either sells or stores your products. Dead merchandise brings in no money, makes no friends. The goods you sell are, it is true, no longer your property but yours is the responsibility of helping in the re-sale. No re-sales, no re-orders.
- ✓ ✓ "Standard" advertising helps your dealers re-sell what you sold them — makes it easy for your salesmen to sell them more. "Standard" publications are real sales builders because "Standard" schedules carry your message to the greatest number of possible buyers near your dealers. The eight publications in the "Standard" list are non-duplicating, going to 2,350,000 farm homes. One order — one billing.
- ✓ ✓ P. S. You can always be sure that dealers will approve a "Standard" policy.

## THE STANDARD FARM PAPER UNIT

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250 Park Avenue

CHICAGO — Standard Farm Papers, Inc., Daily News Building  
SAN FRANCISCO — 917 Hearst Building

*Eight papers reaching 2,350,000 farm homes*

## *The STANDARD FARM PAPER UNIT*



AGROPOLIS—PROSPEROUS AGRICULTURAL AMERICA

# PRINTERS' INK

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Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLIII

NEW YORK, DECEMBER 11, 1930

No. 11

## What Is the Modern Salesman's Job?

General Foods' New Selling Plan Is Designed to Meet the Complexities of Modern Distribution

Based on an Interview by C. B. Larrabee with

**Carl Whiteman**

Vice-President, General Foods Sales Company, Inc.

WHAT is the salesman's job? Has the time come for a new definition of his activities? Has management, by adding various new tasks to the salesman's job, swung too far away from the fundamental conception of what a salesman should be? Is the modern salesman, with his order-getting function subordinated to other functions, on the road to extinction in favor of salesmen of the old type? Has management, in adding to the salesman's job, overburdened him with work which seriously interferes with his efficiency?

All of these questions are receiving the serious consideration of executives as we swing into 1931. They represent a natural reaction to the complexities of the salesman's job which have been the direct result of new complexities in distribution.

Early this year the General Foods Sales Company, Inc., inaugurated a new selling plan based on a modern conception of a salesman's job. Although it was planned to govern the work of many hundreds of salesmen, its basic lessons are applicable to the sales force of any manufacturer, be that force made up of two men or 200.

In an examination of this new plan will be found, I feel, the answers to the questions which appear at the beginning of this article. This plan is designed to meet the

complexities of modern distribution and to capitalize them as assets rather than liabilities. It clears away a lot of the traditional handicaps that have surrounded the salesman's job and puts him on his feet as a more efficient worker, well equipped to do a complex job, operating under a definite plan based on a clear understanding of the man, his relations to the company and the retailer, and his place in the scheme of distribution.

Until this plan was put into effect General Foods had several sales forces, each handling a group of the company's products. Under the new plan there is only one sales force, each salesman handling all of the General Foods line, with the exception of the Hellmann Mayonnaise line which has a separate sales program.

Logically the company, in adding to the salesman's line, reduced his territory and the number of his customers. Whereas formerly a salesman was selling to about 1,200 customers, today he sells to about 400. Whatever disadvantages are inherent in adding to the line a man is asked to sell, are swept away and more than compensated for by the fact that he has an opportunity to get a closer contact with his customers and a more thorough knowledge of his territory.

"The plan," says Carl Whiteman, vice-president of the Gen-

eral Foods Sales Company, Inc., "offers every salesman a much greater opportunity to assume new responsibilities and, at the same time, the proportionate advantages which go with these new and greater responsibilities. From the customer's point of view we find that the individual grocer is able to economize on the time devoted to interviewing salesmen, while from the company's standpoint it has been found that the men concentrate upon the products which are not already upon the grocer's list."

In carrying out its policy the company has made a careful analysis of the food outlets of the United States. Obviously, many dealers represent, so far as the company is concerned, a great opportunity for waste.

"There are hundreds of dealers," Mr. Whiteman says, "who cannot be called on economically. The mere cost of having a salesman get out of his car and enter one of these stores represents more than any possible profit we could get out of an order from the dealer.

"If our salesmen are to operate efficiently we believe that they should not be burdened with the necessity of these waste calls. It will be better for them and better for us to concentrate our efforts on the dealers who are doing a real volume of business. Most of the small volume dealers may never be anything else. It is better for us to build the moderate volume dealer into large volume and the large volume dealer into larger volume."

Because the company wished to have a full picture of its distributive actualities and potentialities, one of the first steps in the new policy was to make a thorough inventory of General Foods products in all the grocery outlets in the country. The data received from the inventory have been put on special forms and given to the salesmen in order to help them map out their work and expend their energies along the most profitable lines.

At the same time that salesmen's territories were being reduced a careful analysis was made of another factor in the old sales pic-

ture. The company has a retail sales force and a wholesale sales force. In many areas this has been shown to be uneconomical. Wholesale salesmen were traveling many miles in certain sections of the country to make comparatively few calls.

"We decided," says Clarence Francis, president of the sales company, "that in certain sections it would be more economical to have some of our salesmen call on both retailers and wholesalers. This involved a new psychology among our salesmen but we knew that a good salesman could adapt himself to this new psychology. Today we have cut our traveling expenses to a gratifying extent and, at the same time, have suffered no apparent loss in the efficiency of our sales effort due to this mingling of what were once two separate functions."

Obviously, all changes in policy had a vital effect on the General Foods salesman's job. While the tasks he has to perform might have remained the same as before the change, he goes at these tasks in a new way and with a new thoroughness. He is not, like a great many salesmen, being asked to waste his time or dissipate his effort. He travels less and has a better chance to become thoroughly acquainted with his dealers and with the peculiarities of his territory.

It is quite apparent, therefore, that any consideration of the salesman and his job must be predicated on a consideration of the policy that directs the salesmen. His efficiency in performing a number of tasks depends greatly on the plan behind him.

In answering the question, "What is the salesman's job?" Mr. Whiteman read to me from a bulletin which had been prepared for presentation to the company's first salesman's school held recently in New York City:

Briefly and definitely the job of a General Foods retail salesman is to:

- (a) Sell those General Foods products not already stocked by the grocer;
- (b) Help the grocer sell more of

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## YOUTH GOES TO WORK IN A BODY—ON A BODY



IN A recent issue of **THE AMERICAN BOY** appeared an advertisement by the Fisher Body Corporation. It was the announcement of the Fisher Body Craftsman's Guild . . . and it was the start of one of the biggest drives ever planned to encourage the good-will and co-operation of American youth.

With scholarships and other awards valued at \$50,000 at stake, every boy in the country within the specified age limits is invited to enter the Guild's contest for building the best miniature model of a Fisher Napoleonic coach. A board of nationally prominent judges will award prizes.

The contest is another proof that progressive advertisers are recognizing the importance of telling their story to youth.

They know that with youth on their side in the family buying councils, chances are better than even that sales will be decided in their favor . . . and they realize, what's more, that the boy of today is the family-head of tomorrow. Hence the early start with good-will!

In the columns of **THE AMERICAN BOY**, the story of the Guild is being delivered to more than 700,000 boys. 85% are of high-school age or older. A wide-awake army, swinging tons of buying-pressure in their family circles. Forms for the March issue of their own magazine close January 10th.

*The* YOUTH'S COMPANION  
combined with *American Boy* Founded 1827  
Detroit Michigan

the General Foods products he already has in stock;

(c) Sell the company and its policies.

A simple definition and broad as it is simple.

"Reduced to the last analysis," Mr. Whiteman added, "any of the tasks that we set our salesmen fall into those three classifications.

"Of course, we can go into a more detailed discussion of the salesman's individual tasks. For instance, when we inaugurated our new plan we made our first inventory to show us where we stood. The inventory is still part of our plan because we want always to know where we stand.

"In addition to the inventory the salesman's job consists of many elements," continued Mr. Whiteman, "such as correct, intelligent and legible reporting of activities, proper coverage of the territory and the stores, installation of displays, preparation of handbills and other promotional efforts, care of stock, merchandising advertising—including distribution of samples—development of consumer sales and other factors all of which serve to make his main objective possible.

"It is apparent that when a salesman is expected to do many things and do them well there is a danger of over-emphasis on some phases of the work and under-emphasis on others. Therefore, we have reduced our definition of the salesman's job to the three fundamentals described in the bulletin. So long as the salesman remembers these he will not be greatly tempted to waste his effort in unprofitable emphasis on tasks of lesser importance. He should think of each task in its relation to his three-fold job.

"Details such as method of approach, frequency of calls, elements of merchandising, development of local and co-operative advertising—all will vary according to types of stores, neighborhood, personality of the retailers, personality and judgment of the salesman and the geographical location of the outlet.

"Also we cannot determine arbitrarily how many calls a day a salesman should make. It is clear

to a good salesman that the more calls he makes the better record he will make—*so long as he handles each call effectively*. And there again we come back to our original three-fold definition of the job. If the salesman understands that, he will not leave a store until his job is done unless, of course, outside factors over which he has no control intervene.

"From our definition of the salesman's job it is apparent that he is interested in just two results—distribution and volume. This is not entirely true because both results must be qualified. The salesman should be interested only in *profitable* distribution and volume.

"By our study of profitable or potentially profitable outlets we have taken the longest step toward guaranteeing the salesman profitable distribution. By our inventory system, which is kept up to date, the salesman participates in preparing the data which will keep him at work in fields where profitable distribution is to be had."

Modern management is giving a great deal of attention to the matter of profitable volume. One of the greatest weaknesses of specialty sales work in the past has been too little attention to this subject. In the food and drug industries particularly, manufacturers sent out their specialty or missionary men with instructions to "clean up." These men used all the high-pressure methods in the book. They overloaded dealers. They made glittering promises of advertising co-operation which was not always forthcoming. They procured a lot of orders but they left behind them a multitude of dissatisfied dealers.

#### *Management's Fault*

It was not the salesmen's fault. Management was to blame. It used volume as the sole yardstick in measuring a salesman's value and volume meant only one thing—number of units ordered.

"Volume merely for the sake of impressive retail sales figures," continued Mr. Whiteman, "is un-sound and undesirable business. A salesman who overloads a dealer

(Continued on page 144)



■ ■ ■

*Doubled  
in  
9  
Years*

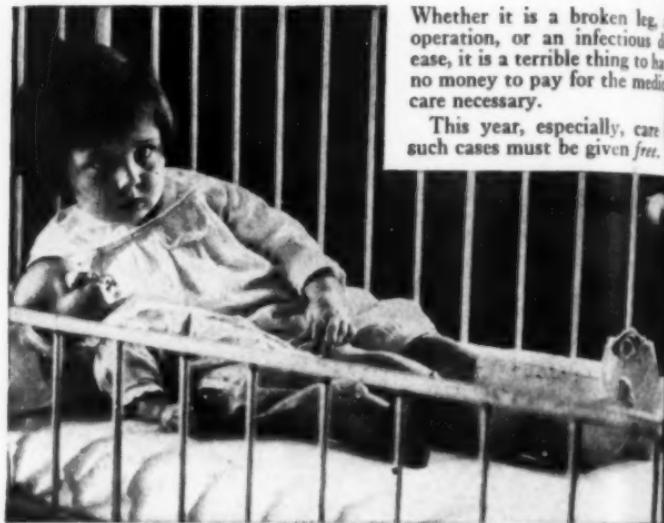


From 1921 to 1930 the net paid circulation of The Des Moines Register and Tribune, daily and Sunday, has more than doubled.

■ ■ ■

*The Des Moines  
Register and Tribune*

*Now more than 240,000 daily . . . 205,000 Sunday*



## Advertising and Publishing Interests raise money for Free Hospital Care

THE hospitals are being overwhelmed with people who are in critical need of care yet who this year have not the money to pay for it.

Thousands of undernourished, out-of-work people are distracted with worry over the sickness of a husband, or wife, or child.

It is impossible for the hospitals to give people free care unless someone gives the money to pay for food, medicines and nursing. The hospitals get no help from the funds raised for other work—such as that for the unemployed.

The United Hospital Fund is trying to raise this year as near a million dollars as possible to pay for free care in 57 of New York's foremost hospitals.

The Advertising and Publishing interests have formed the Committee on the opposite page to help in this work. Everyone, either Advertising or Publishing, will want to do his share.

Give individually or give through your firm. Send to address below.

**\$1.00 from every person in Advertising and Publishing would help thousands of hard-up people get their sickness back to health.**

*Send contributions to THE UNITED HOSPITAL FUND*

## Committee of Advertising and Publishing Interests for the United Hospital Fund

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Hus Kelly, *Kelly-Smith Co.*, Chairman of Publishers' Representatives Division  
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Cecil, *Warwick & Cecil, Inc.*  
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Gage, *William H. Denney Co., Inc.*  
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SPITALFIELD • Cars of Stanley Resqr, 420 Lexington Avenue, New York City

# How the World's International Trade Stands Today

The Shrinkage in Total Exports and Imports, among Nations Carrying On About Half the World's Commerce, May not Exceed 10 Per Cent

By Gardner Harding

READERS of PRINTERS' INK are probably familiar with the time-honored habit, indulged in by our politicians and many of our amateur economists, of pointing with pride at the "favorable" balance of trade arising from an excess of exports over imports. If anybody still believes that condition to be synonymous with prosperity, this year must be providing a rude awakening. *For the plainest fact in our foreign trade so far in 1930 is that we had piled up by the first of November the biggest export balance in nine years.*

It should really be put the other way. We have bought abroad less in comparison with what we have sold abroad than at any time since 1921. Our "favorable" balance that year was over \$1,600,000,000. The favoring spirit has touched us so far this year by about a billion dollars less; but we aren't lending abroad nearly as much money to square the account. At any rate, the parallel with 1921 is deadly enough, it should be hoped, to dispose of the "favorable" balance illusion for a long time to come.

We commonly use almost three-quarters of our imports either as necessary products for the employment of our manufacturing industry, or as elements in direct consumption that we cannot duplicate at home. So the truth is, that although an export balance is all right in a modest way, every foreign trader knows that a big export balance is almost always one of the marks of a lean year in foreign trade.

And it is plain that, apart altogether from the drop in prices, we are exporting something over 10 per cent less than we did last year in comparative quantity of goods.

Looking over world trade as a whole, it seems fair to say that

our shrinkage in exports as well as in imports is very little greater than the average. On the basis of figures for nine months of the year from nations carrying on about one-half the world's international commerce, there has been a shrinkage in the volume of world trade of between 8 and 10 per cent. In other words, the combined export and import trade of all the nations, which amounted to a little over \$50,000,000,000 in 1929, will be under \$46,000,000,000 in 1930, both these figures being in terms of standard dollar values of 1925 to emphasize changes in the *quantity* of trade rather than changes of *prices*.

It is too early yet to estimate very closely just where, and in what lines of trade, the downturn has been most severe. But broadly, it is quite evident that the countries that rely on basic raw materials and foodstuffs have felt the depression more than countries whose trade is mainly in manufactured goods.

Generally speaking, Brazil, Argentina, Japan, Australia, India and the Dutch and British East Indies, the world's principal suppliers of raw materials outside of the United States, have had their volume of exports cut by fully 12 to 15 per cent. Latin America, with its sugar, coffee, cocoa, copper, oil and similar basic products, including even the temperate zone crops of Argentina, all stagnating in varying degrees from overproduction, has been one field that has felt the brunt of the reaction. Except for Mexico, Chile and Colombia, trade throughout this section of the world has encountered serious difficulties this year, and the revolutions and government crises that have broken out in Peru, Bolivia, Ecuador, Argentina and



## A Compact Billion Dollar Market!

RETAIL trade in Milwaukee stores alone amounts to \$460,000,000 annually. In addition, manufacturers purchase \$440,000,000 worth of materials and supplies which are used in the production of more than a billion dollars worth of goods in Milwaukee county alone.

Here is a billion dollar metropolitan market where advertising costs are below average and profit margins above average—because it can be sold thoroughly with *one* newspaper.

Concentrate in The Journal for greatest profits in the Milwaukee-Wisconsin market during 1931!

**THE MILWAUKEE JOURNAL**  
 FIRST BY MERIT

Read by More than Four out of Five Milwaukee Families!

Brazil successively are, to one who has studied their trade and customs returns, far more economic than political in character.

The other and more hopeful side of the picture is the way in which the volume of the year's trade has held up in the predominately manufacturing countries of the world, especially in Europe. In fact, it is to be doubted if, when the year closes, Europe will have lost as much as 5 per cent of the very high totals in export trade she reached last year. Prices have fallen, and have resulted in lower figures of trade in most European countries, but they have not fallen as sharply, nor has the actual volume of Europe's foreign trade been affected as much as elsewhere.

Germany, in fact, has actually increased the volume of her export trade since last year, and has actually gained 40 per cent in the growth of her exports since 1925, an increase that can be matched nowhere else in the world. She is once again exporting as much as she did in 1913. So is France, which has also slightly increased her export trade this year. So is Italy, so is Spain, and so are most of the European nations. Europe does not do the 60 per cent of the world's export trade she used to do before the war; but this year she is doing practically 50 per cent of it. That is her highest proportion for eight years and is concrete evidence that she is withstanding the depression rather more successfully than we are.

England is, of course, an exception. British exports have fallen in quantity by about 5 per cent this year, while in the later months the shrinkage has been rather greater than earlier in the year. Practically all her hard-won foreign trade gains since 1925 have been lost for the present, and the British market in 1930 is not by any means the stable and self-sufficient trade entity it was before the war.

Japan and Canada, our own greatest rivals for increase in foreign trade next to Germany, have about paralleled our own course, with a loss of approximately 10 per cent of the quantity of their export trade indicated for the year.

Our own trade with these exceptionally promising customers has dropped off by about 15 per cent in volume, while our exports to Europe are only less, it should be noted, by about half that quantity.

Our own trade has lost ground only in comparison with the last few years of very unusual growth. We are still exporting, according to figures up to the first of November, about 8 per cent more in quantity than we did in 1925, and we have an overseas business, in both exports and imports, that is 30 per cent greater in quantity than it was in 1913.

Nowadays, almost four-fifths of our exports are manufactured goods, compared with the corresponding proportion of a little over three-fifths before the war. We have been striving for this emphasis on manufactured goods for more than fifteen years, and with the highly speculative export crops and raw materials playing a smaller and smaller part in our export trade each year, our position has acquired a much greater stability. It is certainly the best evidence of stability that all classes of our manufactured exports excepting only the automotive industry, have maintained their foreign sales this year within 92 per cent of last year's record.

And for the first nine months of the year we have sold abroad more than we did last year of such standard American products as household electrical goods, cameras and photographic supplies, accounting and adding machines, tractors, mining and quarrying machinery, construction machinery, electric motors, batteries and radio sets, oil-well machinery, canned milk and sardines, and metal-working machinery driven by power.

We have a great many ways to hold our trade this year, it should be emphasized in conclusion, that we did not possess in 1921. This time the permanent factors of our basic situation, the merchandising skill and enterprise of our traders, have not been impaired by recent events and the services of transportation and communication and our banking facilities have attained their highest point of efficiency.

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91%



**of Detroit's  
Best Homes  
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Detroit  
News**

## **Recent Survey of Homes Carrying Accounts At One of Detroit's Leading Department Stores Reveals Purchasing Power of News Coverage**

Coverage where the dollars are! That is the test of any medium in these or any other days. Recently a leading Detroit department store published the list of streets in which most of the residents are its regular charge customers. A Detroit News survey of the same streets revealed the fact that 91% of the homes read The News. This astonishing fact is all the more significant when one considers that The News

had nothing to do with the selection of the streets, but merely followed the list used by the department store. This survey emphatically emphasizes the claim of The Detroit News that Detroit can adequately be covered by use of The News alone. Exclusive use of The News enables advertisers to employ dominating space and do a dominating and economical selling job.

# The Detroit News

*New York Office*  
**L. A. KLEIN, INC.**

## THE HOME NEWSPAPER

*Chicago Office*  
J. E. LUTZ

**Member 100,000 Group of American Cities**

Dec. 17, 1930

# Just as MIDWEEK

D. W. JERAN, PRESIDENT

BECKER, RYAN AND COMPANY

SEARS, ROEBUCK AND CO.  
CHICAGO

EXECUTIVE OFFICES

Oct. 15, 1930.

Mr. Hiram Schuster  
Advertising Manager  
Chicago Daily News  
Chicago, Ill.

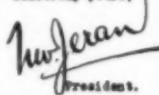
Dear Mr. Schuster:

As you know we have been consistent advertisers in the Midweek Section of The Daily News, and with excellent results.

Quite recently, against what we believe to be our better judgment, we advertised in the Midweek Section our "Hercules" Oil Burner which we sell complete with Storage Tank, Thermostat and Stack Boiler Control for \$395.00. We feel that an item of this type would scarcely meet with success in a medium which we considered obviously one intended primarily for women.

Very much to our amazement, we found a customer acceptance that was really very surprising - as a matter of fact - no other medium has given us the number of "leads" and "actual sales" for "Hercules" Oil Burners than did The Daily News Midweek Section; inquiries coming even from Churches.

Sincerely yours,


  
President.

D. W. JERAN

 CHICAGO  
some OF  
News  
Dearbor

# SELLS Oil Burners



Midweek . . . with its rich photogravure-color printing, its intense reader interest . . . does a surprising job in the sale of oil burners, says Sears, Roebuck & Co. . . . "No other medium has given us the number of leads and actual sales. . . .

This every - Wednesday tabloid section of The Chicago Daily News is giving advertisers a new approach to the Chicago market . . . and excellent results for many items from Oil Burners to Electric Toasters.

*It Will Sell Your Product, Too!*

## THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

### ADVERTISING REPRESENTATIVES:

#### CHICAGO

Home Office  
News Plaza  
Dearborn 1111

#### NEW YORK

John B. Woodward, Inc.  
116 E. 42d St.  
Tel. Ashland 2770

#### DETROIT

Joseph R. Scolaro  
3-241 General Motors Bldg.  
Tel. Empire 7810

#### SAN FRANCISCO

C. Geo. Krogness  
303 Crocker, 1st Nat'l Bank  
Bldg. Tel. Douglas 7892

#### ATLANTA

A. D. Grant  
711-712 Glenn Bldg.  
Tel. Walnut 8002

*Member of The 100,000 Group of American Cities*



## Indianapolis Offers an Attractive Advertising Opportunity for 1931

THE Indianapolis Radius consists of the city of Indianapolis at its heart, and the territory surrounding it for a distance of approximately 70 miles in all directions. It numbers nearly 2,000,000 alert consumers. Purchasing power is evenly distributed; high standards of living are maintained. There are no extremes of poverty and illiteracy, no complexities of race and language to increase the cost and impair the effectiveness of sales and advertising programs. A close-knit market, unified by unsurpassed transportation facilities . . . and the accepted influence of its favorite newspaper, *The News*. Advertising costs are lower . . . profit margins higher . . . in this inviting market, because

*The News . . . ALONE . . . Does the Job!*



### *The* **INDIANAPOLIS NEWS** *sells The Indianapolis Radius*

DON BRIDGE, Advertising Director

New York :  
DAN A. CARROLL  
110 East 42nd St.

Chicago :  
J. E. LUTZ  
Lake Michigan Bldg.

# Over-Smartness in Advertising Copy Cuts Down the Returns from Plain People

There Are Indications That We Have Gone Provincial and That Many Advertisers Haven't Discovered This Fact

By George Logan Price

Copy Chief, The Mayers Co., Inc.

AS I sit here hammering my ancient Corona, a neighbor of mine (in point of geography) is placing the finishing touches on another baronial estate, out beyond Beverly Hills. You have seen him in the Follies, you have read his syndicated editorials, which make the front page regularly, and a few months ago you probably heard him in a series of Sunday evening broadcasts.

In appearance he is rather a simple, unprepossessing chap. He "chaws" gum, talks with a nasal twang. His hair will never stay combed. He cultivates a simple philosophy. All over this country a generation ago simple folk gathered about the saw-dust box in cross-roads stores and talked much as he talks now about politics, and matters of state, and affairs of individual concern.

His humor, like his philosophy, is of a back-woods variety. Petroleum V. Nasby, Artemus Ward, Bill Nye, Mark Twain, in his earlier days, regaled the country with just such a hodge-podge of horse sense, whimsy, and dry, sometimes broad, "native American wit."

Tonight I'll be listening to Amos 'n' Andy, along with thousands, perhaps millions, of others. Amos 'n' Andy take us back a bit farther, to the old minstrel era and the medicine show. They are the same lovable, simple-minded Afro-

Americans that end men loved to imitate and who often appeared in person in the Kickapoo doctor's ensemble. Yet, all over this broad



Wherever the long trail leads

THROUGH every city, town—across fields, cities and desert roads—on the top of snow-capped mountains—wherever the long trail leads—you will find the Ford car and always ready service.

Its driving beauty gives it dominance at the Greater Clubs, yet it is no stranger to deeply carved roads and hard-duty usage in the forest plains. Its sturdy strength, reliability and capable performance, at all times and under all conditions, reflect the sure and enduring quality that have been built into it.

By its constant, faithful service through many months and years, rate it all hours that it is a "value for above the price."

FORD MOTOR COMPANY

*"Ford Advertising Has Been Just a Trifle Old-Fashioned in the Simplicity of Its Layouts and Cleanliness of Its Typography"*

land tonight, children will be shushed and conversation will be hushed, lest listeners lose a single "unlax" or "regusted."

Oddly enough, this smart, sophisticated public of the present seems to like this old-fashioned, out-dated stuff. Not all of the public, of course. But a sufficient number of millions to make these two features the highest paid, so

it is said, on the air . . . and a public quite large enough to furnish a market for almost any commodity. And yet there are advertising men who will lie awake tonight thinking up new ways of being *modern*.

It is rather to laugh, when one pauses to analyze this Amos 'n' Andy age and realizes how wholesomely old-fashioned and comfortably commonplace much of this world has become.

Of course, Amos 'n' Andy and Will Rogers and his various vast estates are not enough in themselves to justify the assumption that there are in this world many people not as sophisticated as we have suspected them of being. But there are other indications that we have gone back . . . not just to the relatively recent Victorian era, but far beyond that, to the Georgian, and even to the Elizabethan.

This reversion to the primitive is indicative of a trend, and if this trend suggests anything it is that a lot of people are just a bit fed up with the artificial "sophistication" which many of us have been pleased to regard as modern. People will stand just so long for strawberry shortcake made with sweet cake dough, or for sugar on cantaloupe.

And, since this started out to be an advertising story, it might be well to finish with an advertising moral, which is this:

May it not be possible that some of our advertising is too far ahead or too far behind its time? The modern school of advertising art and copy and typography developed during a soft period. With almost everyone making more than could be spent, it was not particularly difficult to sell things. Perhaps this new, sophisticated school of advertising did a lot of good selling, when selling was easy. But has it sold as much as it should during the recent test period?

Sales in a lot of well-advertised lines have slithered painfully. Yet in certain other lines, equally well advertised, but perhaps on a different basis, sales have shown a healthy increase.

Amusement and food are rather old-fashioned commodities satisfying old-fashioned cravings. Drugs and sundries fall into much the same category. And in general they have been advertised in a somewhat straightforward, not particularly sophisticated way . . . which may or may not account for the fact that they have not joined the morose majority.

My tobacconist tells me that his Cremo sales are growing. The various anti-stink campaigns seem to be doing well. Not that they should be mentioned in the same breath, but Fords appear to be selling. And the Ford advertising has been just a trifle old-fashioned in the amount and kind of copy used, in the simplicity of its typography, and the cleanness of its layouts.

All of which seems to indicate something or other. It may be that people of today want the bare, even the bitter truth, without too much garnishment. Possibly we have prettied up our advertising too much, and disguised it too completely. Maybe we haven't made it quite clear that we had something to sell and were just a bit honestly anxious that somebody buy it.

Too artistic advertising, too much imagination, too much originality, too much atmosphere—too many fancy pictures that no one could understand, too many tricky types, too much fancy talk, too little shirt-sleeve selling—these cannot be charged with everything that has taken place since October, 1929. They must, however, when the history of this distressful period is written, face the charge that they did too little to stop what was taking place.

After all, the crisis was less fundamental, less far-reaching than what occurred in 1921. And it can be questioned whether advertising has met the emergency in 1930 as well as it did in 1921, despite the fact that many of the brightest minds in advertising have come to it during the last nine years. If experience and ability count for anything, advertising should be doing a considerably better job for the inflators of today

than it did for the deflators of the post-war period.

The least that advertising might have done was to ease the descent for those consistent and courageous advertisers who did not cut their appropriations and run to cover when the storm broke. Unquestionably, there is unemployment. Also there is *employment*. If we lop off all the jobless and consider not at all the food they must eat and the shelter they must have and the clothes they must wear, job or no job, we still have a fairly good market left.

But how much do we know about our market? How greatly are we concerned with our market? It is so sweet to have our work admired and acclaimed by the pundits of the profession. Harvard awards are not based upon results. It's a good-looking "ad." The copy is clever. The art is by Covarrubias, who probably knows what it's all about. Just among ourselves we know it's darned good.

But what of the Amos 'n' Andy and Will Rogers crowd? Well, they're not buying, that's all. Is that all? Or is the trouble that we're not selling? At least, not in their language?

No doubt we have the intelligentsia with us. But unfortunately, or otherwise, they are still somewhat in the minority. And the masses, who stay at home to hear Will Rogers and Amos 'n' Andy, and at other times go to picture shows or the chain stores . . . they seem just a bit fed up on high-hat and wise-cracks and jim-cracks, and inclined to fall, with a good, old-fashioned thud, for the old stuff.

#### Advanced by Lowell, Mass., "Sun"

Frank A. Lawler, for the last seven years a member of the advertising staff of the Lowell, Mass., *Sun*, has been appointed advertising manager.

#### Has Boyd-Welsh Shoe Account

The Boyd-Welsh Shoe Company, St. Louis, maker of Peacock shoes, has appointed the Hazard Advertising Corporation, New York, to direct its advertising account.

#### To Become Humphrey and Prentke, Inc.

The interests of Oliver M. Byerly in the advertising agency of Byerly-Humphrey & Prentke, Inc., Cleveland, have been acquired by Ralph B. Humphrey and Herbert E. Prentke. The agency will be continued under the present name until January 1, at which time it will be changed to Humphrey and Prentke, Inc.

#### L. N. Burnett to Join Erwin, Wasey

Leo N. Burnett has resigned as vice-president of the Homer McKee Company, Inc., Indianapolis advertising agency, to join Erwin, Wasey & Company, Chicago, effective January 1, 1931. He had previously been advertising manager of the LaFayette Motors Company, Indianapolis, and of the Cadillac Motor Car Company, Detroit.

#### Pierce-Arrow Account to MacManus

The advertising account of The Pierce-Arrow Motor Car Company, Buffalo, N. Y., has been placed with MacManus, Inc., Detroit advertising agency. An office is being opened at Buffalo by the MacManus agency to service the account. This appointment is effective January 1, 1931.

#### A. H. Richardson with Ruthrauff & Ryan

A. H. Richardson, for seventeen years with the Street Railways Advertising Company, as national sales representative, has joined the executive staff of the New York office of Ruthrauff & Ryan, Inc., advertising agency.

#### Made New England Manager, "American Exporter"

Fred A. La Tray, for the last five years representative in the New York territory of the *American Exporter*, New York, has been appointed New England manager of that publication. He succeeds the late Ralph M. Bates.

#### New Account to Ferry-Hanly Agency

The Ramapo-Ajax Corporation, New York, manufacturer of railway track specialties, has appointed the Ferry-Hanly Advertising Company, also of that city, to direct its advertising account. Business papers and direct mail will be used.

#### Elgin Watch Account to Lord & Thomas and Logan

The Elgin National Watch Company, Chicago, has placed its advertising account with Lord & Thomas and Logan, Inc., of that city. This appointment is effective January 1, 1931.

## Cut Prices and Product Prestige

*Editor of PRINTERS' INK:*

I have worked up a business on high-grade butter . . . sold at a uniform price around town. My brothers placed it with the Blank Store, who are pushing it out at cost.

What experience have other firms had with a product which is undersold at a large store? Does the store's advertising help me or hurt me? The boys think it will help the sale of the butter. I maintain that it will kill the sale of it all over town.

**W**E publish this letter from a correspondent who prefers to remain anonymous because it is a good demonstration of how the cut-price situation is troubling the smaller businesses as well as the large national advertisers.

Some years ago it would have been possible to answer our correspondent by saying that the majority of large companies had little care whether their products were sold at a profit or loss by retailers, so long as they, themselves, got volume. Today, this statement is not true. Many large companies feel that cut prices are a definite disadvantage for the manufacturer.

Their reasoning is simple and is best outlined by a statement made to us by the president of one of the largest sales corporations in the United States.

"We have been very careful to maintain our prices so far as possible," he said, "because of some experiences we have had in the past. A few years ago, one of our products became a football for the price-cutters. They sold it for 7 and 8 cents a package when the fair price was 10 cents. When they finally tired of their game and tried to push the price back to 10 or even 9 cents they found consumers educated to expect the product at a lower price. The price-cutters didn't suffer because they had an excellent opportunity to substitute their own inferior private labels. We suffered, however, and it has taken us several years to win back our old prestige

so that we can build sales at the 10-cent level."

It seems to us that the brothers who are in the butter business face the same situation. If the time comes when the Blank Store decides to try another line of butter, these brothers will find themselves faced with the difficult problem of trying to win back markets in the face of a definite consumer price acceptance of the product at cost. It is difficult to see how they can get back these markets working through independent retailers who will not handle the product unless it yields them a fair return.

The price-cutting situation has many complications and ramifications but its real significance to the manufacturer can be pretty well summed up by a study of what is happening to these brothers in their comparatively small business.—[Ed. PRINTERS' INK.]

### Joins "Magazine of Wall Street"

George K. Myers, formerly Eastern advertising manager of *Nation's Business*, Washington, D. C., has been appointed director of general advertising of the *Magazine of Wall Street*, New York, effective January 1.

### Wall Paper Account to Erwin, Wasey

Richard E. Thibaut, Inc., New York, wall paper and decorative fabrics, has appointed Erwin, Wasey & Company, Inc., New York advertising agency, to direct its advertising account.

### John Hadcock, Associate, Frohman Agency

John Hadcock, formerly vice-president and advertising manager of *The Spur*, New York, has joined the Louis H. Frohman Advertising Agency, New York, as associate.

### To Handle Space Buying for Wales Agency

Charles McCormack, secretary of the Wales Advertising Company, Inc., New York, has also taken over the duties of space buyer for that agency.

### Aetna Life to Croot Agency

The Aetna Life Insurance Company, Hartford, Conn., has appointed the Samuel C. Croot Company, Inc., New York advertising agency, to direct its advertising account. This is in addition to the advertising of the Aetna Casualty & Surety Company, which is also being handled by the Croot agency.

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# After the pause for Mr. Claus...?

Just what 1931 will bring in New York sales for each motor car manufacturer depends, other things being equal, upon what each motor car manufacturer does to get New York sales.

One of the important things you can do is to avail yourself of the information and help the Boone Man can give.

He knows the New York Market as it is today and the dealer and consumer situation here. He also knows the answer to many important questions about 1931 that you may be concerned with right now.

## New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION  
NEW YORK, International Magazine Building . . . ROCHESTER, Temple Building  
CHICAGO, Hearst Bldg. . . PHILADELPHIA, Fidelity Philadelphia Trust Bldg.  
DETROIT, General Motors Building . . . BOSTON, 5 Winthrop Square  
PACIFIC COAST REPRESENTATIVE, H. H. Conger, 5 Third St., San Francisco

# BRAKES AND BREAKS

If you are looking for the "breaks" to sell your automobiles, apply the brakes on random thinking, and remember this — today you make your "breaks."

There is help for you in New York, Baltimore, Washington, Albany and many other great centers in the person



## NEWSPAPER ADVERTISING

of the Boone Man. His detailed knowledge of automobile sales and basic market conditions is material you need.

Certainly, conditions today warrant your looking into the question of how helpful he really can be. We'll abide by your later judgment.

## CALL THE BOONE MAN



### RODNEY E. BOONE ORGANIZATION

#### CHICAGO

Hearst Bldg.

BOSTON  
5 Winthrop Square

New York Journal  
Boston American  
Albany Times-Union  
Rochester Journal  
Syracuse Journal

Boston Advertiser  
Albany Times-Union  
Rochester American

#### NEW YORK CITY

International Magazine Bldg.  
57th Street at 8th Avenue

PHILADELPHIA  
Fidelity Philadelphia Trust Bldg.

Evening

Sunday

Omaha Bee-News

#### DETROIT

General Motors Bldg.

ROCHESTER, N. Y.  
Temple Bldg.

Chicago American  
Detroit Times  
Baltimore News  
Washington Times  
Omaha Bee-News

Detroit Times  
Baltimore American  
Syracuse American

ISIN BASED ON SERVICE

Yes,  
The Detroit Times  
sponsored  
the Emerson B. Knight  
consumer study  
of Detroit.  
Someone had to  
make available  
accurate information  
about the market.  
Now the people  
themselves have  
laid at rest  
all the conflicting  
“we haves” and  
“you haven’ts”.

“THE TREND IS TO THE TIMES”

*Represented Nationally by the RODNEY E. BOONE ORGANIZATION*

# A Sales Manager Writes His Men About Territorial Faults

He Starts with the Premise That Every Call They Make Costs Close to \$6

*Editor of PRINTERS' INK:*

Unquestionably, every sales executive who is faced with the necessity of cutting selling expenses—and what sales executive is not?—is giving attention to the alignment of sales territories and the procedure followed by salesmen in covering them.

Old organizations are more liable to suffer from obsolete coverage than new ones. With old organizations, territorial boundaries and methods of covering specific territories are liable to become a tradition. Actually, these traditions may have no real basis for existence.

Another point to be considered is that the salesmen, themselves, after covering a territory for years are apt to become less conscious of vital changes that affect their territories than a person with a fresh point of view would be. Because they overlook these changes, they are not aware of the new methods of territorial coverage that these new methods necessitate.

For example, style changes, as well as distributive changes, are vitally affecting our selling. Quality business in our line is concentrating in the larger trading areas. We must drive this home to our salesmen so that they will go after the business where it is to be had in greatest volume and with greatest economy. If we don't acquaint them with these changes, they continue to call on the same customers and prospects, in the same way, year in and year out.

Because our quality business is drifting to the large cities, we have been telling our salesmen for two years that they must cease stopping in arid sales districts merely because these districts happen to be on the line of travel. In one case, a salesman increased his business 25 per cent by dropping some fifty small towns from his regular calling list and devoting the saved time to additional calls on approximately

twenty key towns in his territory.

Because the general topic is of such timely interest, I am glad to give you for publication—for whatever it may be worth—a letter we recently sent our salesmen concerning covering sales territories. I must request, however, that our name be omitted.

(Signed) \_\_\_\_\_,  
*General Sales Manager.*

\* \* \*

Sometimes as I sit at my desk and see the ebb and flow of our business—the striking success here, the failure there—I wonder how much fresh viewpoint we bring to our job—how much we actually learn from our own experiences and from others.

As they say in sports—"Do we bat in a groove?" Do we pound away on the same old accounts, or do we go after new ones? Are we vitally aware of the changed distributive picture—the passing of small accounts and the growth of the big ones? Do we put a cash value on our time?

Many people like to believe that all present sales difficulties are due to bad times. They think when prosperity comes again our sales troubles will be over. They are dead wrong.

Sales difficulties today are the result of fundamental changes in both merchandise and distributive trends. The degree of sales resistance may fluctuate but to sell successfully for many years to come will require a continued refreshing and revitalizing of our sales viewpoint. "Keep me out of the rut" should be our perpetual prayer.

Right now the most dangerous rut is the rut of complacency. Everybody says business is not so hot—so if we're not hot the fault is with the world.

On the other hand, right today in our own organization men are rolling up creditable showings so we cannot pass the blame for flops

all together on general conditions.

Another dangerous rut is poorly balanced calling schedules. I am inclined to believe that our average call costs us nearer \$6 than \$5, and that it should produce on the average \$100 worth of business.

A conviction that we are shooting a \$5 bill every visit—and realization of what every visit should produce, should automatically make us scan our calling schedules. It will make us put potential accounts at the top of our calling list and relegate small time, pleasant visits to the extreme rear.

Note that we say, potential accounts at the top. The man who ducks hard accounts as hopeless when they hold business potentials, is guilty of selling cowardice.

Nor do we say, "Ignore small accounts." What we do urge is give these their proper calling valuation considering that each call costs \$5.

Nobody can sit in this office and put the proper calling valuation on much more than your obviously worth-while accounts. The "potential," not the actual total, is the only criterion, and for any individual to classify a store's potential he must visit it in person.

The salesman, therefore, must—except so far as high spots are concerned—be his own judge of potential sales possibilities. And the keener his sense of possibilities the greater his sales will be.

Broadly speaking, accounts fall into three classifications:

A—Accounts warranting weekly or fortnightly calling.

B—Accounts warranting monthly or bi-monthly calling.

C—Accounts warranting quarterly or semi-annual calling.

In a more or less haphazard way most of us do so divide. *The dangerous rut* however is the habit of letting expediency or convenience dictate our calling list with the result that we unconsciously break down our original classification.

It sounds like a simple thing but one of the most important things any of us can do toward preparation for 1931 is to check and double check our calling list and establish new classifications which meet today's conditions.

## A. E. Delgado to Represent Metropolitan Class Group

Albert E. Delgado has been appointed New York representative of the Metropolitan Class Group, which includes the *By-Standers*, Cleveland, *Town Tidings*, Buffalo, *Gargoyle*, Houston, *Spectator*, Pittsburgh and the *Washingtonian*, Washington, D. C. He was for five years with Charles E. Miller, Inc., publishers' representative, where he was an associate member of the firm.

## To Manage Pacific Goodrich Advertising

R. E. Jeffers, merchandising manager of the Pacific Goodrich Rubber Company, Los Angeles, has been placed in charge of advertising and sales promotion. He will be assisted by A. L. Fullwood, of the advertising department, and by E. Johnson, formerly with the Seattle branch of the Pacific Goodrich company, who has been assigned to sales promotion work.

## F. A. Moulton with National Service Advertising

F. A. Moulton, formerly with the Western office of *Good Housekeeping*, New York, and, before that, with the Chicago office of Erwin, Wasey & Company, Inc., has joined the National Service Advertising Company, publishers' representative, Washington, D. C.

## New Account to Marx-Flarsheim

The World's Star Knitting Company, Bay City, Mich., manufacturer of men's and women's hosiery, underwear and specialties, has appointed The Marx-Flarsheim Company, Cincinnati advertising agency, to direct its advertising account.

## P. C. Pack Elected to Michigan Legislature

Philip C. Pack, of the Philip C. Pack Company, advertising agency of Ann Arbor, Mich., and Detroit, has been elected a representative from his county to the Michigan legislature.

## Harry Cushing Returns to "The Chicagoan"

Harry Cushing, for the last year and a half with the *Architectural Forum*, New York, has rejoined the advertising staff of *The Chicagoan*.

## General Fireproofing to Ayer

The General Fireproofing Company, Youngstown, Ohio, has appointed N. W. Ayer & Son, Inc., to direct its advertising account. This appointment is effective January 1.

## A Sales Microscope Applied to a Market of 4,543,487 People

The fieldmen of the Chicago Evening American have again walked Chicago's 18,589 blocks, gathering and checking new information concerning 27,000 retail outlets in 10 major classifications. The vital facts they have gathered appear in the new 1930 edition of "A Working Manual for Sales Control of the Chicago Market and Other Market Areas." Now accurate, up-to-the-minute figures are available on all retail outlets, independent and chain, in these classifications:

Groceries	Drugs	Men's Wear
Women's Wear	Electrical Supplies	Furniture
Radio	Automobile Accessories	Shoes

The Manual is a *working tool* for sales executives. Some 70 manufacturers use it today as an operating base for their sales activity in the Chicago Market and as the foundation of definite sales control plans. This book is not for sale and is available only to Chicago Evening American advertisers. The executive directing Chicago sales of any manufacturer who is a Chicago Evening American advertiser will receive a copy of the 1930 Manual as quickly as the Boone Man can get to him.

There have been no basic changes in the divisional breakdown. Much time and thought of many Chicago sales executives has gone into entering sales figures, records, quotas, operation of salesmen, etc., into their Manuals in terms of the 54 sales divisions concerned; we assure them now that no division has been changed and none added. The base of the Manual is constant—we have simply brought up to date its information concerning population, families, foreign population, independent and chain outlets, etc., for the established sales divisions.

Any Boone Man will gladly show you this new edition of the Manual in detail.

# CHICAGO EVENING AMERICAN

a good newspaper now in its TENTH YEAR of circulation  
leadership in Chicago's evening field

National Representatives: RODNEY E. BOONE ORGANIZATION

# American Methods as a Czechoslovakian Applies Them

How the European Shoe Manufacturer, Bata, Is Making and Selling 50,000 Pairs of Shoes a Day

By G. Hirshfeld

THOMAS BATA (whose name is pronounced Bot'ya) has succeeded in establishing among the shoe manufacturers of Europe a clearly predominant position for himself and for his factory. With a total annual output valued at \$35,000,000, with thousands of retail stores scattered all over the European Continent, with a conveyor system developed to a remarkable degree of efficiency in his plants at Zlin, near Prague, with the middleman eliminated from his distribution program, and with a manufacturing system of "co-operating competition" as effective as could be found in any country's industry, Bata has established himself among the leading industrialists of Europe.

He left school at fourteen, went to Vienna and started a business of his own with the impressive capital of \$6. Needless to say, he went broke, returned to his father's shack and, a few years afterward, founded with his brother and sister a two-man factory. The growth of that business began with the importation of small machines from Germany, and it continued until the outbreak of the war, when the Austrian Government took over the control of the factory (which was then situated within the bounds of the Austro-Hungarian monarchy), turning out 6,000 pairs of shoes per day.

Back in 1904 Bata arrived at Lynn, Mass., with a few of his workmen, all of them taking jobs as factory hands. At that time Bata laid the foundation on which later on he was to build his remarkable success. Then he acquired his advanced ideas on labor housing, on wages, on group bonus plans and so on. And, first of all,

in Lynn, he formed the slogan with which in later years he actually plastered Czechoslovakia and other Central European countries: Our Customer—Our Boss! To what extent he tried to realize this is shown in the radical steps he took in 1922 when the existing depression compelled many firms to close down or go into bankruptcy. Bata in one single day slashed down prices by 50 per cent (which, of course, affected wages more than any other single item) and increased sales to an extent which laid the foundation for the monopoly Bata practically boasts today.

## Workers Check Each Other's Earnings

This step was accompanied by radical measures to cut overhead expenses. A scheme of workshops controlling themselves was started, with the result that instead of 150 accountants Bata came to employ only eight. The workers on leaving write down their daily earnings on a slip which is hung up on a blackboard visible to all. It is now up to their fellow-workers to check up on the earnings put down, and since everybody in the department knows what his neighbor has been doing, and since everybody is earning about the same amount of money, there are very few mistakes. Or take the bonus system:

The full capacity of a workshop is approximately 2,000 pairs of shoes per day; if the demand calls for 1,700 pairs only a bonus is given, nevertheless, as long as the work is done properly and faithfully. The bonus is known to every one, the foreman getting a larger percentage and the average workman a smaller one, according to the responsibility of the work. The same system holds true of all the departments whether manufac-

Portion of an article from *The Analyst*, reprinted by permission.

# How much or how good?

Before money is spent for any commodity, the buyer usually wants to know the cost. That is natural, and businesslike.

As applied to printed advertising, what is the essential thing? How much it costs, or how much it will do!

People usually get what they pay for, and no more. Who has not been persuaded, against his better judgment, to buy something apparently low-priced, only to realize that cheapness and shoddiness are Siamese twins?

We do not try to beat the town on price, but we do propose to give the buyer of printing a lot for his money.

## Charles Francis Press

PRINTING CRAFTS BUILDING

461 Eighth Avenue

New York



# P ROSPEROUS OKLAHOMA

*where a 98% coverage  
and a \$2.04 million cost  
make advertising profitable*

In this metropolitan center of the great Southwest, one newspaper buy does a thorough job of selling —reaches 98% of Oklahoma City's 185,383 people and 4 out of every 10 families in the Oklahoma City Market. The *Oklahoman* and *Times* cover their city of publication more thoroughly than, with one exception, do the newspapers in any of the metropolitan cities in the South and Southwest.

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THE  
National



There are 41,197 families in Oklahoma City; the Oklahoman and Times net paid circulation is 196,181 copies daily, of which 83,155 copies are concentrated in Oklahoma City and another 68,481 copies in the suburban area—a total of 151,636, or 77%, in the real Oklahoma City Market. The Oklahoma City Market is the Oklahoman and Times Market. A market of more than 1,000,000 people and a \$200,000,000 potential in yearly retail sales.

Oklahoma City is in the midst of its greatest construction program, which is giving additional purchasing power. With its 553 factories of varied manufactures and \$12,000,000-a-year pay roll assuring steady employment, with the world's greatest oil field yielding a \$15,000,000 annual pay roll at its back door, with adequate transportation facilities providing easy, cheap accessibility and economy of distribution, and as one of the greatest home-owning communities in America, Oklahoma City gives guaranteed stability and permanence in sales.

Oklahoma City and its Market is a great sales territory—especially now—a Market covered thoroughly and alone by the Oklahoman and Times at a new low milline cost of \$2.04—an area where volume sales and low cost advertising merit the attention of every advertiser.

## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

THE OKLAHOMA FARMER-STOCKMAN

National Representative E KATZ Special Advertising Agency

# CERTAINLY, AGRICULTURE IS A BUSINESS

TOSS away any of those musical comedy ideas you may have about the farmer not knowing anything about business or business methods. That might have been so in ye olden days when "Reuben, Reuben, I've been thinkin'" was a popular air, but not right now.

The modern Midwest farmer is really a big business man, and just as interested in new business methods and achievements as is the executive of any other industry. True, the modern farmer may not sit behind a glass-topped desk in a skyscraper office, but he does sit at the council table when the problems of all forms of American business are being discussed.

Note the following item from a recent issue of "The Week's

Work"—the official bulletin of the United States Chamber of Commerce:

"Striking evidence that the business of agriculture is taking its place at the council table along with other forms of business—producing, manufacturing and distributing—is afforded by figures compiled by the Agricultural Service Department of the National Chamber indicating the present scope of Chamber of Commerce agricultural activities.

"Some of the facts brought to light are:

"Out of 824 organizations replying to the questionnaire 450 give agriculture a major place in their activities.

"Definite agricultural programs have been adopted by 352.

"Agricultural Committees are maintained by 416.

"County agents cooperate with the committees of 107 chambers in formulating farm programs.

"Agricultural surveys were made by 80 chambers, 60 of which were partial or special surveys of trade area agriculture."



# Capper's Farmer

turing, distributing, shipping, etc. Those who are not on piece-work receive a Christmas bonus which is known to no one except the recipient and Mr. Bata.

Worker responsibility is one of the basic principles in Bata's factories. There is, for instance, the purchasing department, which at the beginning of each year is given a fixed sum which is a bit over the average price on the market. It is left entirely to the members of the purchasing department to make their arrangements. If there are any savings, they are shared by the staff members; in case a loss results, not more than half the gain of the previous year is credited to them. The departments compete with one another, and even with the outside world.

More than 2,000 houses (four rooms, one family) have been built and each one of them is equipped with electricity and bathroom; they rent at 50 to 75 cents a week; besides, Bata has built large hotels for young men and women, where the charge is even lower—but they have to be indoors at 10 P.M. in summer and at 9 P.M. in winter. So strict is Bata's control of his employees' private life!

He has developed a system of supplying his people with everything, from salt fish to baby buggies; he has built an enormous restaurant where three meals are served each day, all at prices which hardly deserve mention; there is a large school where foreign languages are taught and instruction given in such subjects as chain-store operation, money values, merchandising, advertising, customs, international finance, etc.

Bata has recently completed technical arrangements to inaugurate the five-day week at Zlin without either a decrease in wages or an increase in prices for shoes. The new plan would give the worker 104 free days, besides legal holidays. This, naturally, is only possible through increased production at the same overhead expenditure, which comes down to greater efficiency due to more extensive mechanization.

It can be seen from this short outline that Bata's organization compares favorably with a regular army, well disciplined and equipped, and in its tactical movements trained to perfection. With this army Bata has set out to conquer the world market. Of course he began with the home market, Czechoslovakia, where he has more than 1,000 retail stores. Rumania and Yugoslavia, Holland, Denmark, Norway and other European countries are said to have no town with a population of 10,000 or over where there is no Bata store. Poland and Austria, Great Britain, France and Germany are other important consumers. Germany, with a big shoe industry facing a terrible depression for a number of years, tries to put obstacles in the way of Czechoslovakian shoe imports in the form of tariffs, an obstacle which Bata intends to circumnavigate with the aid of a large plant in German Upper Silesia, where 3,000 men are to find work. In view of the German unemployment situation it is probable that Bata will obtain the government's permission. The exports of Bata shoes to oversea countries have been mounting steadily. China and South America are among the best customers, and now the United States.

Last year (1929) not less than 72 per cent of the imports of 6,000,000 pairs of shoes into the United States came from Czechoslovakia. But this is only the beginning; the main offensive starts only now. Concentrating on Chicago, Bata has opened seven stores where he sells his shoes at \$3.95. As in the past, Bata does not and will not stop after an initial success; he goes after bigger things. As he has not yielded to the strong pressure that has (in a vain effort) been brought upon him by banking interests in Europe, he will yield just as little to any opposition that may be mustered against him in the United States. He has shown in the past how to beat tariffs by the American manufacturers' own game (the erection of factories in large foreign markets); and he has, no doubt, ways

and means to duplicate this merchandising feat in the United States.

It would therefore seem inadvisable to try to beat Bata out of the American market through cut-throat competition. The American market is to him a convenience, not a necessity; he can well afford to compete with and underbid the domestic competition to his heart's content; losses would result on

both sides without any advantage gained. It is known, however, that Bata is—and necessarily must be—interested in the proper allocation of foreign markets and it is this point, co-operation instead of competition, which not only promises a fairly steady development but also profits, with increased sales for the American as well as the Bata group in the world market.

## Angles on Space Buying

Setting the Stage for a Series of Timely Sketches by Space Buyers

By Roy Dickinson



Duane D. Jones, Vice-President of  
Lord & Thomas and Logan

SEVERAL years ago Duane D. Jones, of Lord & Thomas and Logan, in a noteworthy series of articles in *PRINTERS' INK* pointed out that there were five fundamental yardsticks used by space buyers in selecting advertising media. These yardsticks, which the author discussed in detail, were:

1. Circulation.
2. Prestige.
3. Lineage.
4. Merchandising co-operation.
5. Market data.

Since that time many other articles on the subject have appeared

in the *PRINTERS' INK* Publications but none has ever aroused more general comment or been referred to more often.

In the intervening time, space buying has increased rather than decreased in importance, and in the attention paid to its details by agency executives. Many new angles and lines of thought are being applied to a problem as old as advertising itself.

That the process of selecting the media in which the copy written about the product will eventually appear is an important and fundamental part of advertising, no one will deny.

But processes and methods of thinking on the subject are undergoing vital changes and space selling methods are changing to meet these changed methods.

For this reason, *PRINTERS' INK* has invited a group of agency men interested in better space buying to discuss various angles of the subject in a series of short articles.

As a start, Mr. Jones, now a vice-president of Lord & Thomas and Logan, was asked to check back on his five fundamentals and tell whether in his opinion they still apply to a changed situation.

While the author of the original series does not wish to be quoted directly on the subject, his views on the present situation are, in my opinion, along these lines:

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**S**ELF adulation may at times be a virtue in the advertising of a newspaper, yet there are also times when it is well to let the other man say it.



**M**AY we quote from a letter from Mr. Robert Oakman, one of Detroit's most distinguished citizens, and one of Detroit's largest building and real estate operators:



**O**NE of the most heartening and encouraging responses we have ever seen manifested from advertising developed as the result of a small advertisement published in The Detroit Free Press, Saturday, November 22nd."

**T**HE advertisement in question occupied a space of ten column inches, and told briefly about some small homes we were building. You can imagine our literal surprise when throughout the day's course, over 800 persons inspected these homes. On the day following —Sunday—over 1,000 persons were shown through them."



**T**HOSE who read The Free Press in Detroit are now responding to advertising as they have always responded throughout a century's course.

## The Detroit Free Press



VERREE &  
National

New York

Chicago

Detroit

CONKLIN, INC.  
Representatives

San Francisco

there has been a change in the psychology of most advertising campaigns. Before the crash, prosperity rode high in the saddle. Many advertising appeals were based upon suggestion, smartness, and stylishness rather than upon reason-why, economy, and the more substantial song themes. Study the advertisements of the early part of 1929 and then compare them with those of today. The contrast in the advertising psychology involved is quite apparent.

This change in advertising psychology is nothing more than a return to first principles, and advertising fundamentals. It applies to all advertisers, and, because of this universal application, publishers will do well during the next year to return to these first principles in selling their space.

The five fundamental yardsticks Mr. Jones outlined previously are more important today than they were then because:

In the recent past we have definitely passed in advertising as in many other commodities from a seller's to a buyer's market.

The tendency is noticeable in copy where we see more hard-time selling methods, more reason-why copy, more economy appeals.

The trend has caused a change in space buying also, which is coming back to fundamentals as advertisers are demanding and expecting more of advertising. The need of harder selling on the advertiser's part has meant more careful buying on the space buyer's part. When prosperity was riding high media were grouped and all in a certain class got copy. Now during the period of retrenchment each medium is weighed more carefully on its own merits.

Publishers should bear in mind that everything a space buyer buys must be resold to his clients. The space buyer will use those five fundamental yardsticks he uses in buying space as selling arguments when the client asks why a particular medium is on the list.

A space buyer is rarely if ever making up a list at the time the publishers' representative calls. If he is, he is so busy making up a

list that he won't see the representative. Lists are made up in the quiet of the office when no one is around. Every publication, in its direct-mail and its advertising, should make sure that its copy is a silent salesman continually presenting, for the space buyer's file, information which will help him in his resale to the advertiser.

Publications should no longer hide their light under a bushel in their own advertising. It is time publishers, like advertisers, forgot the "heigh-ho and the flaming torch" style of headline. Smart, misleading captions may make their message miss the real audience. Headlines and captions should appeal to and attract the interest of an audience which has to resell what it buys.

At this time more than any other the space seller should furnish resale information to his interested audience, the space buyer, and forget all stunts and tricks. These are days of hard, serious selling and the publisher who presents the best sound economic reasons is the one who will get the business.

Immediately after talking with Mr. Jones I talked with the space buyer for a large agency who told me that in his opinion, circulation statistics should come last, not first, in a present-day group of buying yardsticks. And the vice-president in charge of media for another agency said that the space buyer should travel more to get first-hand information.

These men and others will present their views over their own signatures in subsequent issues in the hope of shedding new light on an old subject of interest alike to publishers, advertising agency men and advertisers who are today asking their advertising appropriations to work overtime.

There are wastes in space buying and selling which can and should be eliminated. Subsequent contributors to this space-buying forum will help to suggest shortcuts, to eliminate preventable waste and in general add to the effectiveness of one of advertising's most important processes.

# Income, Coming or Going!

INCOMING ships these days contribute heavily to the revenues of Florida's tourist "industry." Outgoing ships are heavy-laden with output from the citrus industry.

Florida's income piles up high now from such incidents as a single shipment of 6800 cases of canned grapefruit to the Pacific Coast; and from passenger steamers such as docked December 1st with "the largest number of winter visitors to enter the state this year on a single steamer."

*You should know by experience, how this Prosperity Zone yields advertising results when the schedule lists "Florida's Foremost Newspaper."*

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

*Member of the 100,000 Group of American Cities*



## So we asked the

**S**TUDENTS of human nature have noted for some years a peculiar phenomenon on the subway trains. Random readers, to the great distress of publishers, advertisers and car cleaners, rise at a station, and leave their reading matter behind. We wondered just how many *News* were thus abandoned by readers in transit.

As the subway is the most common scene of this betrayal, it occurred to us that the man who gathered up all these ownerless papers should be the best authority on the subject. So we decided to ask him.

We had quite a bit of job finding him, but finally found the one who has a contract for the discard-

ed newspapers on the BMT system — which runs from Coney Island in Brooklyn, to and through Manhattan to Fifty-ninth Street, and out through Queens to Flushing. The BMT folks didn't mind our counting, so this big waste-paper man agreed to let us—as long as we paid for the operation.

Three of his assiduous helpers at our expense, from September 26 to 26, opened 176 bales of paper. The bales were taken from paper waste shipments from all divisions to insure an average selection. All in all they counted (front page only) 18,112 discarded papers. With many times more circulation than most other papers, we figure that *The News* was entitled to

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## Count of papers discarded on trains of the B. M. T. (subway) system

	1) Actual number discarded	2) Discards per 100,000 city circulation	3) Proportionate discards—if all city circulations equalled News'	4) Ratio of discards—if all city circulations equalled News'
<b>Morning</b>				
NEWS . . .	2,001	196	2,001	1.0
Herald-Trib.	2,225	1,535	16,001	7.8
World . . .	3,408	1,252	12,950	6.4
Times . . .	3,209	1,230	12,515	6.3
American . . .	1,375	821	8,388	4.2
Mirror . . .	1,126	405	4,166	2.1
<b>Evening</b>				
Graphic . . .	884	362	3,713	1.9
World . . .	870	354	3,567	1.8
Sun . . .	834	302	3,086	1.5
Telegram . . .	602	297	3,010	1.5
Journal . . .	1,327	268	2,787	1.4
Post . . .	251	264	2,711	1.4

# ed the garbage man!

MT system high discard score. But—see the  
oney Island title table above!

ough Ma City circulations levelled, the box  
Street, a core shows that proportionately  
Flushing one copy of The News is discarded  
mind or 7.8 copies of the Herald-Trib-  
aste-paper one (highest) to 1.4 copies of the  
as long Evening Post (lowest). The figures  
on. also indicate that evening papers  
us helpen not necessarily go home because  
ember 2 they are purchased after 9 a. m.

of paper OBVIOUSLY, there are very few  
rom paper copies of The News left to languish  
l divisions unwanted. Hundreds of thousands  
ection. A front page copies go home at night, because

they are interesting enough to take  
home to the little woman—and be-  
cause the size of the paper makes  
it easy to take home. And do not  
forget that in addition to interest-  
ing readers most, we also interest  
the most readers!

Of course you can buy enough  
of other papers to substitute the  
circulation of The News—but you  
cannot substitute the reader-inter-  
est, the small-page visibility, or the  
low milline. Better think earnestly  
about using The News from now on!  
If you prefer, use it without think-  
ing. It works well either way!

**THE NEWS, New York's Picture Newspaper**

10 East 42d St., New York • Tribune Tower, Chicago • Kohl Bldg., San Francisco

# YOUR AD GETS THE FLOOR

As in a well-conducted forum, every advertisement in the Boston Transcript gets the floor.

The pages are singularly free from blatant bargain basement ads, from the screaming layouts of the price-cutter.

National advertisements of quality products are doubly effective where they do not have to engage in a free-for-all for attention.

Your ad is in good company in the Boston Evening Transcript.



## BOSTON EVENING TRANSCRIPT

*Highest ratio of BUYERS to readers*

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles Seattle

## Does the Law Compel Impartiality in Helping Distributors?

A MANUFACTURER decides to do some missionary work. He announces to the trade that he will have a group of men visit retailers, obtain orders and place this business through regular wholesalers.

Because this missionary work involves considerable expense, he sees no reason why its benefits should be given to those distributors who do not co-operate with his policies. He lets it be known that his missionary men will credit their orders only to those wholesalers who refrain from handling competing products and who conform with his basic policies.

With variations, some such procedure is followed by a number of manufacturers. According to the Federal Trade Commission, however, such a plan has the effect of "substantially and dangerously lessening and hindering competition" and constitutes a violation of the Federal Trade Commission Act and the Clayton Act.

This ruling was made in a Trade Commission action instituted against the Penick & Ford Sales Co., Inc., New York, a large distributor of canned syrups and molasses. The company operated what it called its "100 per cent policy." Under the terms of this plan, the company agreed to solicit and take orders for Penick & Ford products from retail grocers for the accounts of wholesale grocers named by these retailers. The plan was not to be made available to those who did not comply with the company's policy or who dealt in products of competitors.

The sale procedure outlined, the Commission explains, is an important sales method. "Without it," the Commission declared, "wholesalers are put to greater effort and expense in obtaining an equivalent sale of Penick & Ford Products." Therefore, the Commission ruled, the plan put in the hands of those distributors to whom it was made

available, an important competitive advantage.

A second effect, according to the Commission, was to cause competitors of the company to lose the patronage of wholesalers who wanted to benefit by the plan. This, in turn, the Commission pointed out, caused a loss by the public of the benefits of competition that previously existed and consequently tended toward a monopoly in canned syrup and molasses in the territory covered.

Accordingly, an order was issued specifically directing the company to cease declaring its 100 per cent policy to customers or prospective customers and "to cease making its sales assistance conditional upon compliance by customers with the 100 per cent policy and to discontinue the refusal to offer sales assistance" to those who do not comply with the policy or who handle competing products.

It so happens that the so-called 100 per cent policy was introduced by the company late in 1924 and was discontinued late in 1927. The Commission's investigation was started prior to the discontinuance of the plan, however, and consequently the proceedings were carried through to the bitter end.

The significance of the case is, of course, lessened by the fact that it was not contested. It does serve to emphasize, nevertheless, the legal dangers that one invites when any plan is formulated that hinges on the ousting of competitors by agreement between two parties.

Aside from that angle, it still remains a moot point whether a manufacturer may be compelled to be impartial in extending resale assistance to distributors. Certainly it is common practice for manufacturers to give greater co-operation to certain distributors than they do to others and if there is anything on the law books that makes it mandatory to treat all alike the Trade Commission will have no difficulty in finding dozens of others to proceed against.

# Advertising Mobilizes for Employment

Representatives of Various National Advertising Organizations Meet with Colonel Woods

A GROUP of men representing the national advertising organizations and other groups which influence the public, met recently with Colonel Arthur Woods at his residence in New York. This meeting called by Colonel Woods on behalf of the President's Emergency Committee for Employment not only began the work of setting up a machine to disseminate news and information about what is being accomplished, but also is now actively at work on copy ideas, the mobilization of space and coordination of effort in the battle against unemployment.

A program of national scope, contributing to the common cause, was decided upon, including newspaper space, poster panels, railway and street car cards, outdoor advertising, motion picture screen, radio broadcasting, direct mail effort and other media.

Present at the meeting were Colonel Arthur Woods and Edward L. Bernays, members of the President's Committee, and the following gentlemen or their representatives, all of whom were made members of the Advisory Committee on Public Relations to the President's Committee at the meeting: Merlin Aylesworth, president of the National Broadcasting Company; John Benson, president of the American Association of Advertising Agencies; Lee Bristol, president of the Association of National Advertisers; Will Hays, president of the Motion Picture Producers and Distributors of America, Inc.; Gilbert T. Hodges, president of the Advertising Federation of America; and William S. Paley, president of the Columbia Broadcasting System.

Those members unable to be present were: F. M. Feiker, of Associated Business Papers, and Arthur Richman, president of the Authors' League of America, Inc.

A special committee consisting of Clarence D. Newell, H. K. McCann, and George C. Sherman was constituted by the American Association of Advertising Agencies to work out the co-operative program.

Mrs. L. W. MacKenzie, who represented Mr. Benson of the American Association of Advertising Agencies, stated that the above committee, formed for the association, would co-operate with the committee being responsible for assigning copy writing jobs after the plan was decided upon. It is understood that this group is already working on copy for posters, car cards, placards and other channels. The advertising agents' committee, which is working through several agencies including Batten, Barton, Durstine & Osborn, and the J. Walter Thompson Company, is also working on suggested slogans and a trademark for the committee.

The agency association through Clarence D. Newell, chairman of the board of the association, has sent a letter to its full membership giving specifications and copy requirements for the proposed advertising campaign.

It was proposed at the meeting that a placard might be put in the windows of homes which had employed someone to spruce up or clean up.

Albert E. Haase, managing director of the Association of National Advertisers and representing Mr. Bristol, stated that his association would meet to consider the copy prepared and then endeavor to secure from its members donations of space in daily newspapers and other media to be utilized for advertising messages of the committee prepared by the American Association of Advertising Agencies. When that material has been prepared it is to be cleared

# Shall We Join the Ladies

IN SPITE of the fact that much can, and has been, said concerning the emancipation of woman, I for one view with something bordering on Rotarian alarm the docile way in which we big, *athletic* he-men park on our pudgy haunches and allow these demure dames to take the play away from us. I'm no exception. In exchange for certain odd jobs that no one else will stoop to conquer, I get a nice neat oblong of paper every week which is what the management laughingly contributes to my family's support. The little lady across the breakfast table allows me  $\frac{1}{2}$  of 1% of this stipend on the grounds that so little wealth will not intoxicate me into a spending orgy. The only ray of sunshine is found in The Examiner's modern reader-audience. There *must* be he-men left and The Examiner must appeal to them, or why the bulge in retail men's clothing lineage—why the leadership in general tobacco advertising—why the undisputed position in total auto? Take it from this wandering minstrel, The Examiner is just as much a man's paper as it is a woman's. Arthur Brisbane, B. C. Forbes, the best sport pages in town and enough other editorial man bait to insure you a most receptive market for your garters and shorts. Give us a try—you can't miss.

**LOS ANGELES EXAMINER**  
**PUT YOUR MESSAGE BEFORE THE MODERNS**

through the A. N. A., copy being made up in various sizes for newspaper and magazine space.

Isroy Norr of the Motion Picture Producers and Distributors of America, Inc., representing Will Hays, outlined the field of co-operation with the President's Committee. He stated that an editorial council of the sound news reel editors had been organized and that all news events would clear through him to this committee. Plans for sound reel pictures are now being worked out and the series of articles in *PRINTERS' INK* entitled "Weathering the Depression" has already been received both by this committee and the main committee in Washington which is anxious to get this type of specific news concerning industries rather than generalizations.

Dramatic presentations are also being worked out by some of the picture companies and the distributors have agreed to co-operate in any way desired.

Gilbert T. Hodges, president of the Advertising Federation of America, stated that 150 platforms and bulletins for two weeks were open to messages from the President's Committee. He suggested that a five-minute talk be prepared each week which is to be sent by the President's Committee through his organization to the chairmen of the heads of the meeting clubs, this talk to be read by one of the members.

Representatives of the presidents of the two broadcasting systems told of the efforts they were now putting forward in connection with carrying employment messages over the air for the local committee in New York City, for the national committee and for other groups.

Later on there is to be a series of broadcasts twice a week, ten minutes each, by key leaders of industries whose companies have actually adopted plans which have worked in the present situation to add men to the payrolls. Such leaders as Gerard Swope, Henry S. Dennison and others will talk on specific suggestions for individual industries.

During the course of the meet-

ing, Colonel Woods pointed out to the committee that an important phase of its work would be helping the President's Committee and shaping the sort of messages to go through the media that reach the public.

### St. Louis Sales Managers Meet

Plans for stimulating business in 1931 through aggressive sales campaigns were discussed at the fourth One-Day Sales Executives' Conference of the St. Louis Chamber of Commerce, held on December 5. Speakers on the program included: Alvin E. Dodd, assistant to the president, Sears, Roebuck & Company; H. W. Prentis, Jr., vice-president, Armstrong Cork Company; Dr. Harold Stoner, educational director, American Institute of Banking; Frank W. Lovejoy, sales executive, Vacuum Oil Company, and A. L. McCarthy, vice-president, Eureka Vacuum Cleaner Company.

The conference had an attendance of more than 1,000 sales executives from the Middle Western territory.

Mr. Prentis, in addressing the morning session on "The Training of Salesmen," said, "Too often sales managers have endeavored to substitute the mechanized control of men through catalogs and daily reports for real leadership, and I have yet to find a mechanized system of control that will develop the spirit that is needed to meet the problems of 1931, or any other year."

"The real sales executive is a teacher," Mr. Prentis continued. "All business is teaching: Teaching people to want goods is selling; teaching people how to make goods is manufacturing, and teaching people how to work together is organization."

### Lehn & Fink Plan Their Largest Campaign in 1931

The Lehn & Fink Products Company, New York, will use an appropriation of over \$2,000,000 to advertise its products during 1931. This represents an increase of approximately 5 per cent over the advertising appropriation of last year, which was the largest year's appropriation in the history of the company. The increased expenditure planned during 1931 is exclusive of what the company will spend on the introduction of several new products which it intends to bring out during that period.

### J. J. Munsell Joins Ralston Counter Scales Company

J. J. Munsell, founder and formerly manager of the J. J. Munsell & Sons Company, Columbus, Ohio, distributor of Frigidaires in the Ohio and West Virginia territory, has been appointed manager of the Ralston Counter Scales Company, a subsidiary of the Ralston Steel Car Company, Columbus.

# Consider Circulation Geometrically

**"Plane"** newspaper circulations offer only length and breadth. The quantity sold, the area covered, comprise their two dimensions.

**"Solid"** circulations offer, additionally, depth. That is reader responsiveness, produced by age, and made profitable by coverage of the greatest number of high-buying-power families.

Facts disclosed by a recent survey of this rich, all-year market prove that this newspaper enjoys a three-dimensional circulation of remarkable value. Which explains an unbroken 35-year leadership in circulation and advertising.

# San Francisco EXAMINER



**F**OUR hundred and seventy-nine thousand, two hundred and sixty-six persons have just contributed \$5,418,524.00 to Cleveland's 11th Annual Community Fund.

This is the largest sum of money ever raised in any city in the world in a community fund drive.

Approximately two members of every Cleveland family were contributors. They *oversubscribed* the Fund goal by \$18,524.41 within the time limit of the campaign.

This is Cleveland's answer to those who say, "We can't sell anything, the people have no money."

MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
*and of* MEDIA RECORDS, INC.



**T**he

**SCI**

**TIONA  
WSPA  
CAGG  
TROIT**



*"To Give"—the poster sounded the keynote Cleveland's 11th Annual Campaign.*

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**The people of Cleveland do have money. In this ten-day drive they spent more than five millions of dollars to help their neighbors—surely they will spend a far greater amount, at any time, to help themselves.**

**If your product will help them to live better, live longer, they will buy it.**

**Particularly if you advertise it in their favorite newspaper.**

**—The one that goes into approximately nine of every ten English-reading Cleveland homes each evening!**

# The Cleveland Press

**SCRIPPS-HOWARD NEWSPAPER**

ATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

ICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA



## JEFFERSONVILLE

Less than ten minutes from the central business district of Louisville, this thriving city contributes materially to the business of this metropolitan area. Many of the 20,000 people living in and about Jeffersonville work in Louisville; most of them buy there and practically all of them read Louisville's greatest metropolitan newspapers—



These seals fight  
tuberculosis  
Buy them!

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

**THE COURIER-JOURNAL**

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

**THE LOUISVILLE TIMES**

MEMBERS OF THE 100,000 GROUP OF AMERICAN CITIES

# Another Advertising Agency Goes After Our Account

It Didn't Land the Account—and I'll Tell You Why

By an Advertising Manager

WE have recently had an experience that may or may not hold some lessons for the high-powered business-getters who are so keen on the trail of advertising accounts these days.

Our company is not the biggest in our line, but big enough. It has a well-deserved reputation for being conservative, carefully managed, and a money maker. We advertise in a modest way, but we spend considerably less than most other firms of our size and importance.

One way or another, however, we manage to get about 110 cents worth of value for every dollar we spend. We have to do that in order to get by on the allotment the management makes. I'd like to spend more money than we do and I used to waste a lot of time trying to convert the Boss to my way of thinking, but he has decided ideas of his own.

We own or control several subsidiaries, one of which advertises very extensively indeed. As nearly as I can learn—for the management is careful not to let its right hand know what its left is doing—that subsidiary spends ten or twelve times more than we do for advertising and seems to think it gets value received.

That account is fairly fat—somewhere around half a million a year—and the advertising agency that handles it naturally nurses it like a hen with one chick. For some time past the president of that agency—let's call him Hicks—has been casting a calculating eye on our little account and has tried a number of times to get the Boss to let him submit an advertising plan to cover our needs.

But the Boss seemed pretty well satisfied with the results we were getting and always found an excuse not to see Hicks. Whereupon Hicks conspired with some of the

executives of the other company—who think he's handed down from on high—to arrange an interview. At that interview he asked for permission to make a study of our needs and to submit a plan that we could take or leave.

All of this is hearsay on my part. The first I knew was when the Boss told me that Hicks would probably come to see me and to give him all the information he wanted.

### Enter Mr. Hicks

In due time Hicks blew in. He's a big burly—I almost started to say "brute"—but I won't. Dynamic personality, compelling eye, positive manner. The personification, according to all the books I've read, of the high-powered, successful executive. He's shrewd, too, and suave, and can be very pleasant and attractive.

He had another man with him who was introduced as Smith-Jones, vice-president and chief copy expert. Smith-Jones was tall and slim with big cheater spectacles and a go-to-hell mustache, spats and a derby hat.

They were very cordial and superior and condescending. Said they were making a study of our advertising needs for the Boss so as to work out a comprehensive plan. They spoke of consumer appeal and the psychological phenomena of color illustrations and the economic necessity for complete coverage and a lot of other catchy phrases that sounded very technical and highbrow.

Hicks had to leave after a while to catch a train but Smith-Jones stayed on. He wanted, he said, to develop further some matters that had been mentioned in passing. Primarily, it seemed, he wanted my ideas about how certain kinds of copy had pulled.

Finally he got around to dis-

cussing advertising agency service.

As in other things about our advertising, we work on a somewhat different plan from that used by many concerns. Because the Boss figures that someone who is part of our regular organization can know more about our business than an agency man, I write the copy and make the layouts for our advertisements. It may not be the best copy in the world but it gets pretty good results. Many of the advertisements are small—only one to five inches by one or two columns, and their value depends upon their timeliness and their ability to stand out and attract attention in competition with much larger copy.

For twenty years or more—long before my time—we have been placing our advertisements through the same agency. Pete Bell, who is the head of the agency, has been handling our stuff so long that he knows just what we want.

From time to time in the past Pete has suggested the desirability of increasing our allotment and has submitted plans showing how larger amounts could be made to increase our business. But the management has kept right along in its own way, spending a little more when times were good and tightening up when money was scarce.

At various times Pete and I have amused ourselves by planning what we would do if we had, say, a half million dollars to spend. Knowing, as we do, how to get the most out of an advertising dollar, we have evolved some plans that would knock your eye out. Both of us think they would pay and both of us know we would have the time of our lives putting them over.

Once when I caught the Boss in a good humor I showed him one of these plans and set forth how it would go across in a big way. But after listening a while he merely said "Humph" and reckoned we'd better confine ourselves to our usual plan. So each year I work up figures showing how we need at least twice as much money, and each year I get about the

same. And the Boss expects Pete and me to make it go a little further. Usually we manage to do it.

So when Smith-Jones started talking about agency service, I mentioned casually that we had always used Pete's agency.

Smith-Jones was politely but openly scornful. Of course, he said, it wasn't possible to compare the service we had received from Pete with the service which he and Hicks were prepared to give. After all, y'know, Pete's agency wasn't an advertising agency in the modern meaning of the word. It wasn't prepared to offer the merchandising research service, the analyses of current economic conditions, or the confidential reports on consumer acceptance and public opinion regarding our organization that the Hicks-Smith-Jones agency regarded as an essential part of any comprehensive advertising program.

There was a lot of that sort of thing until lunch time. Then I saw him to his train and went back to work.

#### *Mr. Hicks Returns with a Plan*

In due time Hicks came back to present the plan—a modest volume of some thirty-odd typed pages that included every known form of advertising and some that aren't yet known. It called for a yearly expenditure of about a half million dollars. There was a contract all ready to sign and the boys in the Boss' office say that Hicks breezed in in his breeziest, most forceful fashion, with determination to get the Boss' signature on the dotted line written all over his face.

But the Boss wasn't in a signing humor and after listening to Hicks' high-pressure sales talk for a full hour he turned him over to one of his assistants who happened to be handy. The assistant looked over the plan and remarked that it was very different from the plan we were following. Hicks started to explain, and before long he began knocking Pete Bell's agency and criticizing the advertisements they had prepared. The assistant presently found he

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## Old Father Sun

He plays a dominant role in the world, and even takes a hand in advertising—particularly in Southern California.

For one thing he has been instrumental in attracting 2,500,000 people to the Los Angeles market; and, after getting them there, has made it possible for them to locate far and wide, because they can drive their automobiles to work every day in the year.

As a result of the conditions which Father Sun has established, people in this market live differently, shop differently, and buy newspapers differently, than in any other American market.

The practical advertising significance is explained briefly but fully in a *Los Angeles Times* booklet, which will be sent on request. It shows why the Los Angeles market is a morning newspaper field, and why the *Los Angeles Times*—which leads in morning circulation, home-delivered circulation, and in volume of advertising—renders a superior and unduplicated service.

# Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 286 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

had an engagement. And that was that.

The Boss has never said a word to me about the plan. I've never seen it. But from what the assistant dropped in a very casual conversation, it was very comprehensive and constructive and included a number of the things I suggested five or six years ago.

Now if I had gone to the Boss with a half million dollar dream when times are as hard as they are he probably would have thought I had gone crazy and fired me. I said as much to Hicks-Smith-Jones but they thought I was a poor worm with no vision and no compelling personality and that they could succeed where I couldn't.

Of course, when Smith-Jones started knocking Pete Bell I boiled. Aside from the fact that Pete is a friend of mine, I know how much time and work he puts on our little account and what real service he gives us, and the thought of this new outfit resorting to such tactics to get our business made me rather red headed.

From the present outlook, however, the Boss doesn't contemplate spending a half million dollars at any time in the near future. We're going to get along on just about what we had last year and Pete and I have doped out some little advertisements that are going across in mighty good shape.

If the time ever comes when we advertise on a big scale you can be mighty sure that I'm going to do everything I can to see that the business is given to Pete; or, if the Boss is bent and determined to get a new agent, to see that it doesn't go to Hicks-Smith-Jones.

My guess is that the Boss wouldn't have that outfit as his advertising agents under any circumstances. He's human enough not to like the way they got an interview with him in the first place. He's smart enough to know that a lot of the text book patter they gave him was intended purely and simply to impress him with what a technical, complicated thing modern advertising is. And he's too loyal to old business associates—though he never saw Pete Bell—to appreciate

having them criticized from hell to breakfast by men who want the business.

In closing, it might be worth mentioning that I happen to know that Pete's agency has handled a surprisingly large number of its accounts for periods varying from ten to twenty years. And, to my way of thinking, that's a pretty good indication of its ability to get results, whether it is modern-minded or not.

#### Henry Morgenthau, Jr., Appointed to Conservation Post

Henry Morgenthau, Jr., publisher of *The American Agriculturist*, New York, has been appointed Commissioner of the Department of Conservation by Governor Franklin D. Roosevelt of New York. Mr. Morgenthau has been chairman of the Governor's Agricultural Advisory Committee. He will assume the duties of this post the first of the year.

#### Harry Porter with Chas. C. Green Agency

Harry Porter has joined the Chas. C. Green Advertising Agency, New York, as an account executive. He was formerly with the New York office of Addison Vars, Inc., and before that was with Cleveland & Shaw, Inc., also of New York.

#### Toy Account to Addison Vars

Fisher-Price Toys, Inc., East Aurora, N. Y., has appointed the Buffalo office of Addison Vars, Inc., advertising agency, to direct its advertising account. Herman G. Fisher, for the last ten years engaged in the toy business at Rochester, N. Y., and Shortsville, N. Y., is president of the Fisher-Price company.

#### Appoints Cutajar & Provost

White's Toilet Goods, Inc., New York, manufacturer of White's electric comb, has appointed Cutajar & Provost, Inc., advertising agency of that city, to direct its advertising account. Newspapers, business papers and women's magazines will be used.

#### Humidifier Account to Hoyt

The A. C. Gilbert Company, New Haven, Conn., has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct the advertising of its Vital-aire, a new humidifier.

#### Joins Reed-Standish, Inc.

R. E. Archer, formerly with R. L. Polk & Company, directory publishers and compilers of mailing lists, has been appointed sales manager of Reed-Standish, Inc., Detroit, direct mail.

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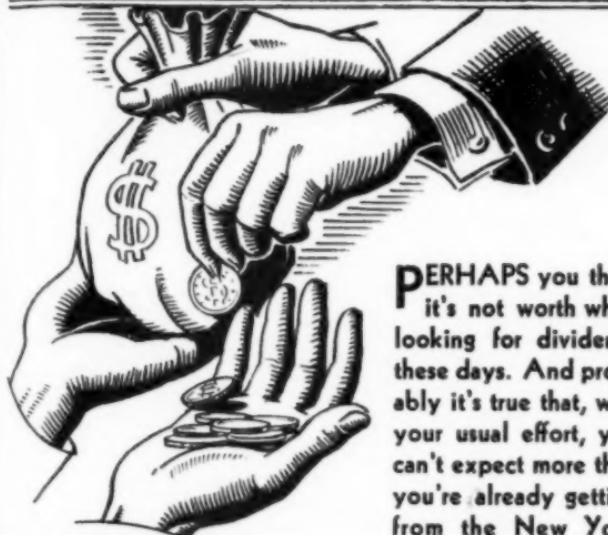
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# DIVIDENDS



**PERHAPS** you think  
it's not worth while  
looking for dividends  
these days. And prob-  
ably it's true that, with  
your usual effort, you  
can't expect more than  
you're already getting  
from the New York  
market. But is your  
usual effort enough?

What about the mil-  
lion families who read  
the Sunday New York  
American? Especially  
the 752,115 who live  
in or within 50 miles  
of the city? Don't you  
think there are a lot  
of dividends in the  
\$2,000,000,000 which  
they spend every year?

There are. And you  
haven't a chance to get  
them unless you adver-  
tise in the Sunday  
American. For 69.3%  
of these million fami-  
lies take only the  
American on Sundays.

## SUNDAY NEW YORK AMERICAN

*a Million Families are Million Spenders*

NATIONALLY REPRESENTED BY  
PAUL BLOCK & ASSOCIATES



JAMES H. NASH  
Display Department  
New York



WILLIAM R. BAKER, JR.  
Account Representative  
New York



FRANK T. BALDWIN  
Assistant Account Representative  
Boston



JEAN WADE RINDLAUB  
Writer  
New York

## At least 51% right

AMAN who has built up a successful business has been right more than half the time. If we were to attempt to run his business, we doubt that our average would be as high. So we don't try.

The arrangement which works best is for us to concede that a client knows more about his business than we shall ever know, and for him to recognize that we know the mental workings of his customers better than he does. More than six hundred of us are studying the latter detail all the time.

Dec.

WM.

Batt

CHICAGO

P



RALPH C. CHAMPLIN  
Writer  
New York



E. RUSSELL PALMER  
Account Representative  
Chicago



GUY ROBINSON  
Assistant Account Representative  
New York



W.M. J. SCHWANEKAMP  
Art Department  
Buffalo



CARL WILLIAMS  
Writer  
Chicago

**Batten, Barton, Durstine & Osborn**  
INCORPORATED  
ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building  
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

BUNDSCHO kindled a desire for better typography and Uncle Sam's air mail made it possible for American advertisers everywhere to employ it. Today we are serving 31 clients outside of Chicago



**J. M. BUNDSCHO, INC.**  
**Advertising Typographers**

65 EAST SOUTH WATER STREET  
 CHICAGO

HERE TYPE CAN SERVE YOU

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Lee W. M  
Crowell P  
P. Seymou  
of Country

## Advertising Groups Report on Employment Fund Drive

ALL the groups in advertising and its affiliated interests have been solicited through their respective committees appointed to carry on the campaign of the Emergency Employment Committee, New York. The newspaper group has gone over the top. Its quota was \$75,000 and this has been exceeded with returns still to come in from the foreign language newspaper group.

Arthur H. Sulzberger, vice-president of the *New York Times*, is chairman of the publishers' committee under which there are the following sub-committees: Newspapers, general magazines, business papers and book publishers. The newspaper group was allotted a quota of \$75,000 which was divided among the total number of Manhattan newspaper employees and then allocated among the papers according to number of employees. Frank Knox, of the Hearst Newspapers, is vice-president of the newspaper group. He has charge of evening papers. Victor F. Ridder, treasurer of the *New Yorker Staats-Zeitung, Inc.*, covers foreign language newspapers, and Herbert Pulitzer, president, Press Publishing Company, covers morning papers.

Subscriptions received are as follows:

Telegram .....	\$3,255.00
Evening Post .....	2,227.50
Times .....	13,005.00
Hearst Group .....	17,010.00
Sun .....	5,130.00
World and Evening World	12,322.50
Daily News .....	7,605.00
Daily Mirror .....	2,002.50
Evening Graphic .....	280.00
Herald Tribune .....	*10,000.00
Staats-Zeitung und Herold	502.50

\*This donation was made in advance of the plan. The *Herald Tribune's* quota was \$5,865.

Solicitations in the magazine group are under the direction of Lee W. Maxwell, president of the Crowell Publishing Company. E. P. Seymour, advertising manager of *Country Home*, is in charge of

a farm-paper sub-division. Pledges received by the magazine group up to the morning of December 9 were as follows:

Crowell Publishing Co. ....	\$7,771.32
*New Yorker.....	1,366.02
Bookman .....	270.00
Popular Science Pub. Co. ....	657.38
The Spur .....	550.54
Asia .....	356.12
Christian Herald.....	100.00
Magazine of Wall Street .....	60.00
Life .....	565.92
American Mercury.....	180.00
Condé Nast Group.....	2,718.08

\*This covers employee subscriptions. In addition the corporation gave \$1,000.

John Benson, president, American Association of Advertising Agencies, is chairman of the advertising agency committee, with F. R. Gamble and Edward Del Strother as members. This committee and the business paper committee, whose membership was reported in *PRINTERS' INK* of last week, are informed that solicitations are under way with some pledges received and a greater number about completed.

## Art Directors to Have a "Night with Currier and Ives"

The Art Directors Club of New York will hold its first dinner meeting of the season at the Hotel Martinique on December 19. Russel Crouse, author of "Mr. Currier and Mr. Ives," will be the guest of honor.

Joseph H. Chapin will be toastmaster. Speakers will be Herbert L. Stephen, of the *New York Evening Post*; Harry T. Peters, collector of Currier and Ives prints, and L. Maurer, who worked at the bench with the original Currier and Ives.

## G. G. Steele Advanced by Philadelphia Papers

George G. Steele, business manager of the *Philadelphia Inquirer*, has been appointed advertising director both of that paper and of the *Philadelphia Public Ledger*. These papers are published separately by the Curtis-Martin News-papers, Inc.

## Death of W. F. Dillon

William Francis Dillon, part owner of the *Rural New Yorker*, New York, and secretary to the Rural Publishing Company, publisher of that paper, died at New Rochelle, N. Y., this week. He had been with the *Rural New Yorker* for many years and, at one time, was head of its advertising department.

### Part of McKesson & Robbins Account to Redfield-Coupe

McKesson & Robbins, Inc., Bridgeport, Conn., has appointed Redfield-Coupe, Inc., New York advertising agency, to handle part of its advertising. Hanff-Metzger, Inc., also of New York, as advertising counsel, will continue to handle part of the McKesson & Robbins advertising.

### Albert Frique Joins Millsco Agency

Albert Frique, formerly export manager of the Rubberset Company, Newark, N. J., and, at one time, with The Osborn Manufacturing Company, Inc., Cleveland, in a similar capacity, has joined the Millsco Agency, Inc., New York advertising agency, as director of merchandising and research.

### Appoint Los Angeles Agency

The Doesken De Le Fond Corporation, manufacturer of railroad safety devices and automatic gates, and the De Luxe Corporation, cosmetics, both of Los Angeles, have appointed the Advertisers Company, advertising agency of that city, to direct their advertising accounts. Foreign language newspapers will be used on the Doesken De Le Fond account.

### Appoint Bisberne Agency

The Stewart & Ashby Coffee Company and the Chicago Tea Bag Company, both of Chicago, have placed their advertising accounts with the Bisberne Advertising Company, of that city. Business publications will be used on both accounts.

### Sullivan Mills to Cleveland & Shaw

The Sullivan Mills, Franklin, N. H., manufacturer of Franklin and Sullivan hosiery, have appointed Cleveland & Shaw, Inc., New York advertising agency to direct their advertising account.

### Joins General Electric at Cleveland

Arthur H. Linenberg, formerly sales promotion manager of the Graham-Paige Motors Corporation, Detroit, has joined the electrical refrigeration division of the General Electric Company, at Cleveland.

### Ritter Account to Geare, Marston & Pilling

The P. J. Ritter Company, Philadelphia, manufacturer of food products, has appointed Geare, Marston & Pilling, Inc., advertising agency of that city and New York, to direct its advertising account.

A. M. Cullum, formerly oil country sales manager of the Reading Iron Company, with headquarters at Tulsa, Okla., has joined the Harbison-Walker Refractories Company, Pittsburgh.

### Appoint Cramer-Krasselt Agency

The A. J. Lindemann-Hoverson Company, Milwaukee, manufacturer of stoves, ranges and electrical appliances, has appointed the Cramer-Krasselt Company advertising agency of that city, to direct its advertising account. The U. S. Manufacturing Corporation, Decatur, Ill., wire specialties, has also appointed the Cramer-Krasselt agency to handle its advertising account.

The Bastian-Blessing Company, Chicago, has appointed the Cramer-Krasselt agency to direct the advertising of its soda fountain division. This is in addition to the advertising of its welding equipment which has previously been directed by this agency.

### M. F. Schmitt with Collins & Aikman

M. F. Schmitt, formerly with Young & Rubicam, Inc., Canada Dry Ginger Ale, Inc., and Rolls-Royce of America, Inc., has joined the Collins & Aikman Corporation, New York, Ca-vel pile fabrics. He will have charge of automobile sales publicity.

### Acquires Cincinnati "Commercial Tribune"

The business and good-will of the Cincinnati *Commercial Tribune* has been purchased by the Cincinnati *Enquirer*. Publication of the *Commercial Tribune*, which has been under the control of the *Enquirer* for the last twenty years, has ceased.

### R. S. Trowbridge Joins Jordan Advertising Abroad

Robert S. Trowbridge, formerly an account manager with the Frank Prebrey Company, Inc., New York advertising agency, has joined Jordan Advertising Abroad, Inc., of that city, as an assistant account executive.

### International Chemical to Edwin Bird Wilson

The International Chemical Company, Philadelphia, has appointed Edwin Bird Wilson, Inc., New York advertising agency, to direct its advertising account. Business papers and direct mail will be used.

### Open Art Studio at Seattle

H. W. Conrad, for six years with the Heppenstall Engraving Company, Seattle, and J. W. Busby, formerly engaged in art work at Chicago, have opened their own commercial art studio at 407 Madison Street, Seattle.

### Represents Travel Publications in New England

Travel Publications, Inc., Philadelphia, has appointed Carman-in-New England, Boston, as its advertising representative in New England.

# CARDS THAT COUNT

are the ones that take tricks



Bridge hands are judged by *trick value*; newspaper circulations are determined by *buying power*. The cards that count are the ones that take tricks; the readers that count are the ones that can buy.

In Cleveland, for example, News families have the ability to purchase what they wish. In such indices of buying power as motor cars, charge accounts, savings deposits and investments, Emerson B. Knight's consumer study of Cleveland discloses that News readers are well above the average.

This year more than ever before it's well to remember that it's not the number of buyers of a newspaper, but the number of a newspaper's buyers that brings results.

## THE CLEVELAND NEWS

*Geo. A. McDevitt Co., National Representatives*

## How to Measure Sales Potentials

DEPARTMENT OF COMMERCE  
WASHINGTON, D. C.

*Editor of PRINTERS' INK:*

It will be greatly appreciated if you would furnish the Consumer Analysis Section with either reprints or clipped articles, covering the seven articles, "Measuring Sales Potentials," by Dr. L. D. H. Weld, which appeared in PRINTERS' INK for July 31, August 7, 14, 21, 28, September 4 and 11, 1930.

Thank you for your co-operation in this.

B. B. AIKEN,

*Chief,*

*Consumer Analysis Section,  
Merchandising Research Division.*

WE were very glad to forward the Consumer Analysis Section of the Department of Commerce with clippings of the seven articles on "Measuring Sales Potentials" for permanent filing.

The series was prepared for PRINTERS' INK by L. D. H. Weld, director of research, McCann-Erickson, Inc. The articles describe a scientific method of determining sales potentials and sales quotas. The application of such a method means more effective and and more economical advertising and selling.—[Ed. PRINTERS' INK.

### P. H. Skelton with Lesseraux Agency

Philip H. Skelton has joined the H. Lesseraux Advertising Agency, Baltimore, as vice-president. He was formerly national advertising representative for the Norfolk, Va., *Virginian-Pilot* and the Richmond, Va., *Times-Dispatch*.

### E. L. Quinlan Joins "Extension Magazine"

E. L. Quinlan, formerly with M. C. Mogensen & Company, publishers' representatives, as a member of their Chicago staff, has joined the staff of *Extension Magazine*, of that city.

### Marion Kyle with "Country Club Magazine"

Marion Kyle, former editor and publisher of *Game & Gossip*, Los Angeles, has become advertising manager of the *Country Club Magazine*, of that city.

### Appoints Blaker Agency

The National Steel Fabric Company, Pittsburgh, has appointed the Blaker Advertising Agency, Inc., New York, to direct its advertising account.

### Asks for Waiver of Duty on Tourist Literature to Canada

A letter addressed to the Secretary of the United States Treasury requesting that the Canadian government be asked to waive duty on all literature published by American chambers of commerce, tourist bureaus, etc., for free distribution in Canada has been sent by the advertising board of the Norfolk-Portsmouth Chamber of Commerce, Norfolk, Va. This request is being made on the ground that Canadian chambers of commerce or Canadian tourist bureaus send their material to United States points without payment of duty. American organizations, it is explained, pay duty at present on two classes—namely, folders, pamphlets and booklets forwarded to individuals under first class postage and on pamphlets, booklets and folders forwarded to Canadian tourist bureaus.

This letter also points out that according to Section 320 of the recently enacted United States Tariff Law, such an arrangement between the two countries is permissible.

### New Account to Cutajar & Provost

The Perco-Steril Machine Company, New York, manufacturer of Perco washers, has appointed Cutajar & Provost, Inc., advertising agency of that city, to direct its advertising account. Women's magazines, newspapers and business papers will be used.

### Death of C. H. Young

Courtland Hunter Young, principal owner of the Young Publishing Company, New York, died at that city last week of smoke suffocation during a small fire in his apartment. He was founder and publisher of *Young's Magazine*, *Breezy Stories*, and the *Yellow Book*, as well as *Droll Stories* which he sold.

### Dr. L. V. Burton, Editor, "Food Industries"

Dr. Laurence V. Burton, formerly assistant editor of *Food Industries*, New York, and, more recently, an associate editor of that publication, has been appointed editor.

### Made Vice-President, Barnes-Crosby Company

E. L. Hickey, for many years associated with the Barnes-Crosby Company, Chicago, advertising art and photo engraving, has been elected vice-president of that company.

### Merged with Izzard Agency

The Pacific Advertisers, Seattle advertising agency, has merged with The Izzard Company, advertising agency, also of that city. A. E. Holden, formerly owner and manager of the Pacific Advertisers, has been made an account executive with the Izzard agency.

# First in the U.S.

**The Daily Sun-Telegraph, for the first ten months of 1930, showed the largest advertising linage gain of any newspaper in the country.**

Of three hundred and sixty newspapers in seventy cities, only twenty-three show gains. The Sun-Telegraph leads these with a gain of 1,404,628 lines — 218,593 lines more than the next newspaper, and nearly fourteen per cent greater than the Sun-Telegraph linage for the first ten months of 1929.

## PITTSBURGH SUN - TELEGRAPH

NATIONALLY REPRESENTED BY  
PAUL BLOCK AND ASSOCIATES

# It's A Tabloid!



Webster says of the word "tabloid"—  
"... in compressed or concentrated form."

THERE isn't any sense in sidestepping the fact that the word "tabloid"—applied to newspapers—has come to connote pictures of ladies more or less wronged—usually photographed on their way in swimming,—a jazzy news and feature treatment—a sheet dedicated to the theory that all human interest is built around the fact that "male and female created He them."

Some tabloids are that way. There's no sense sidestepping that either. But does the fact that a tabloid page contains 1070 lines instead of 2440 lines have to connote these conclusions? The answer is—it doesn't. A tabloid editor can adhere to sound standards,—touch into many fields of human interest and human emotion other than that which has to do with the perpetuation of his species and find a response from the regular folks in the community. The Daily Times proves this in Chicago with more than 160,000 readers acquired in 15 months.

## DAILY ILLUSTRATED TIMES CHICAGO'S PICTURE NEWSPAPER

National Representatives: The Sawyer-Ferguson Co.

Palmolive Bldg., Chicago

295 Madison Ave., New York

# The leaders LEAD

● In Metropolitan Cincinnati more executives and professional men, more merchants and manufacturers read the Times-Star than any other daily newspaper.

These men are the accepted business and professional leaders and their families lead in purchasing either established or newly introduced products.

Selling them your product is most successfully and economically

accomplished by the exclusive use of the Times-Star.



(Actual number of each occupational group, reached by each Cincinnati daily, sent upon request.)

## THE CINCINNATI TIMES-STAR

"THE KEY TO THE CITY"

Eastern Representative:

MARTIN L. MARSH

60 E. 42nd St.

New York City, N. Y.



Western Representative:

KELLOGG M. PATTERSON

333 North Michigan Ave.

Chicago, Illinois

# Using Advertised Leader to Sell Higher-Priced Units

This Chain May Learn a Lesson from the Methods Employed in Borax Selling

*Editor of PRINTERS' INK:*

We have encountered a perplexing problem in retail merchandising that we would like to have your assistance in solving.

In our chain of retail stores, we sell a household commodity that ranges in price from \$50 to as high as \$500 with units priced approximately at \$25 apart.

We advertise extensively featuring the \$50 unit as a leader. In most cases we can close these \$50 unit sales very easily.

It is our endeavor to secure a higher average unit of sale by selling more of our higher priced units.

Would you advise selling the customer the leader that he comes in for and taking his deposit and then making an effort to sell the higher priced units to him, or would you consider it better and more effective to show him the higher priced unit in an effort to take his order for one of the better units instead of the advertised leader?

We are undecided as to whether it is better to make an effort to sell the higher priced units before taking the deposit on the \$50 leader, or to take the deposit on the leader first, and then make an effort to sell the higher priced units.

Your advice and your opinion on this would certainly be greatly appreciated.

**WE** believe that in an adaptation of the so-called borax method of selling—with the bad features left out—is to be found at least part of the answer to the question asked here by our correspondent.

One feature of the borax system, as we understand it, is that of attracting people's interest to a certain piece of merchandise offered at a price and then deliberately and premeditately switching their attention to something else.

A woman, for example, reads a furniture store's advertisement offering a living-room suite at \$98.85. She goes to the store (a borax store although she does not know it as such) and asks to see the special. It is shown her in a superficial way and then, somewhat to her surprise no doubt she is told that she, being a person of evident discrimination and taste, does not

want the suite in question. While a good enough value for the money, the salesman tells her, it has certain glaring defects in workmanship and material which put it entirely out of the picture for her.

"Here, madam," she may be told, "is a real buy in a living-room suite. It will cost you \$158.50, but just see what you are getting," *et cetera, et cetera.*

The ethics of the borax system is seriously to be questioned. But the reprehensible part of the transaction comes from the misuse or abuse of what can be an entirely proper and effective way of selling. That is why we say that the chain-store operator who wants to sell his higher priced units instead of the \$50 units he features in his advertising can afford to learn something from this borax system.

When he advertises the \$50 unit he has substantially the same thought in mind that is behind many a so-called bargain sale. A bargain sale is advertised primarily to cause people to visit the store. The advertiser is not interested particularly in selling the specials. Indeed, in some cases he may not even want to sell them although, if he is conducting his business even in the spirit of the PRINTERS' INK statute against dishonest advertising, he has a sufficient stock of the special offerings to supply everybody who may ask for them.

But what he wants is to attract attention to his stock as a whole. This, properly done, is not to be questioned in the slightest degree, for it is ethical merchandising.

Suppose a customer walks into one of these chain stores and asks to see the \$50 unit that is advertised. There is only one thing to do in such a case and that is to show it to him. But, his interest having been aroused to this point,

what is to prevent the use of effective salesmanship to the end that this interest may be transferred to one of the higher-priced units?

It is important, however—answering specifically one of the questions raised by our correspondent—that this effort in behalf of the higher-priced item be made before any deposit is received on the advertised leader. If the salesman is so afraid of losing out that he takes the deposit on the leader at the outset, then he must consider that he has made a sale and that the transaction is closed so far as he is concerned. Once the sale is made it should not be interfered

with, as otherwise a most unfortunate impression is created in the mind of the customer.

This advertiser would probably find his problem considerably simplified if he did not confine his business-creating effort exclusively to the \$50 leader. Inasmuch as his prices range from \$50 to \$500, he ought to feature a leader priced at say \$200. He could advertise his \$50 leader at the same time for that matter. Then he would not have so much difficulty in legitimately switching the attention and interest of his customers to the higher-priced items.—[Ed. PRINTERS' INK.]

## What Groucho Says

An Agency Executive Is Offered a Job Curing Corns

**G**UESS I'm a blamed snob or something. Just couldn't take that job with Acorn Corn Cure. Good job and good house, too. Liked the people. Their boss took me home to lunch and showed me his library. He's one cultured gent, really. Got oodles and oodles of dough made from corn cure. Civic leader, highly respected citizen, everything. Beautiful office. He showed me where my office would be. Luxurious, but I'd have to have statuary of feet with corns on 'em on the book case.

They just gloat over corny feet in that place. Every few minutes a bright-eyed gink would come in with a spontaneous testimonial or the result of an experiment on somebody's heretofore unconquerable corn. The whole works stop while they all gloat over the latest corn quotation. The boss would send it in to Mr. Witherspoon, the promotion man, to put the glad news into circulation.

Now, why couldn't I get into it? What's wrong with me? That business is just as worthy as anything. It brings peace and comfort to millions of people. I can get all excited about it and heart throb over it to beat the band, but something wouldn't let me join up with the eminent, cultured and altogether worthy Witherspoon.

Mebbe you're right. An advertising man likes the vaudeville in his job. Hope that's right. Mebbe we can get more excited over bath tub faucets, washing machines, flannel drawers, superior carbon paper, and wrist watches, cuz we don't have to live with 'em all the time.

In other words, as you say, if I went with Acorn I'd have to live with corn cure. I'd get a bit nutty and cock-eyed about it and lose being that way, but I'd have to call in some other Groucho (equal or better) to see the thing from a discoverer's point of view, to be even crazier about it for a while and so spill some advertisements. Then he could leave it and help spoil the corn cure business by showing Wonder Shoe how to make shoes that would never cause corns, or else propose a merger between Acorn and Wonder to the mutual advantage and interest of each other.

Well, anyhow, I didn't take the job, but I got crazy enough over the Acorn stuff to solicit the business to beat the band. Guess I'm a born hoofer, gotta be in a lotta things all the time and keep on beefing about how hard I have to work. Wish I had a corn this minute to try Acorn on.

GROUCHO.

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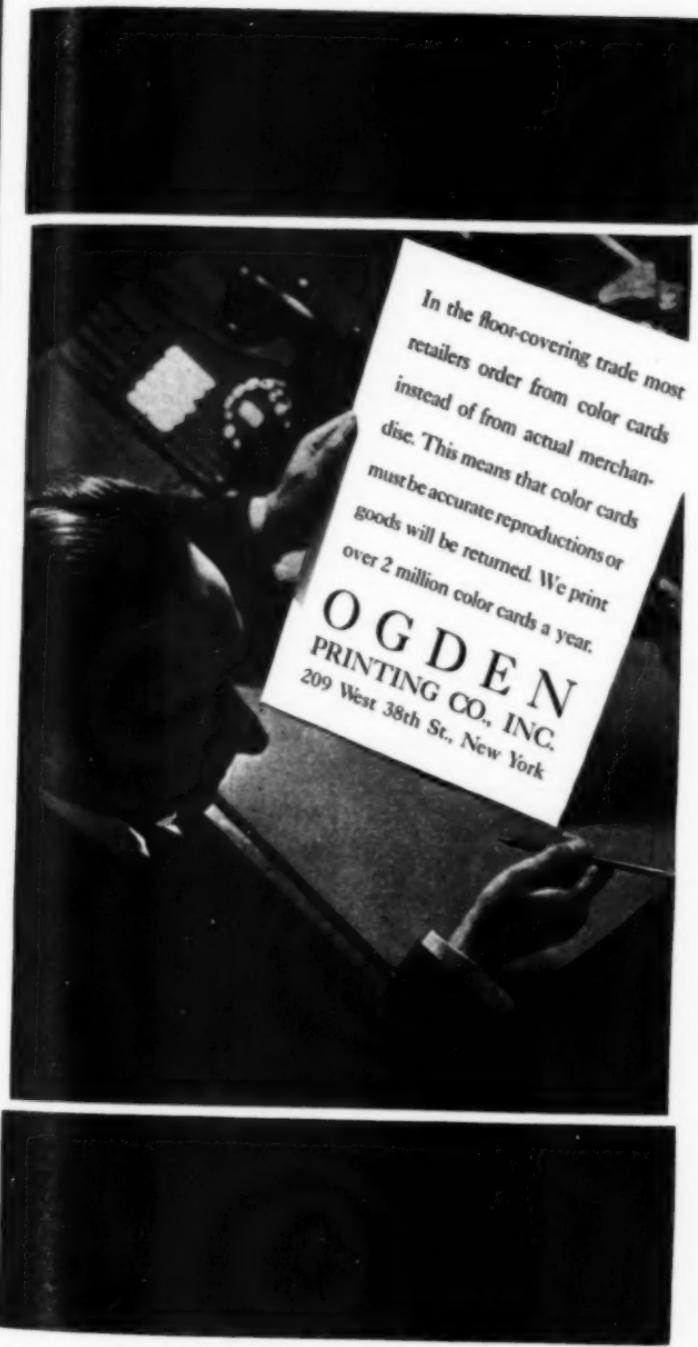
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# The Effect of Chain-Store Advertising on National Brands

No Doubt Can Exist That Chains' Advertising Lessens the Sales Effectiveness of the National Advertisers' Argument—Twelfth Instalment of Chain Store Series

By M. M. Zimmerman

**A & P** is the leading chain store advertiser and ranks in its appropriation with the largest national advertisers in the country. According to Media Records, it used in 1929 nearly 14,000,000 lines of newspaper advertising in fifty-three cities. During the first seven months of 1930, **A & P**'s newspaper lineage totaled approximately 9,475,458; probably its total newspaper lineage for 1930 will exceed 16,000,000 lines.

Is it any wonder that **A & P** has developed its \$1,000,000,000 volume? With the power and pressure exerted to achieve this volume—with the constant harping on economies and savings, the consumer's resistance to the private brand is bound to break down.

**Sears, Roebuck and Montgomery Ward** are also powerful advertisers, whose total expenditures vie with the **A & P**. These two companies use double-page newspaper spreads at least once a week, featuring chiefly their own brands. Media Records' lineage figures indicate that **Sears, Roebuck** used in 1929 approximately 10,000,000 lines. For the first six months of 1930 **Sears, Roebuck** used about 5,375,000 lines and it is safe to estimate that for the balance of the year, with the increased amount of advertising it will require for the holiday shopping, its newspaper lineage will probably total a minimum of 12,000,000 lines.

The **Kroger Grocery and Baking Company**, the second largest food chain, used only 3,266,326 lines of newspaper advertising in 1929.

What does the steady growth of

chain advertising mean to the manufacturer of the national brand? Can this steadily growing advertising force be enlisted to work in co-operation with the manufacturer's distribution plans, or will it be used as a counter force to establish the chains' own brands?

That the chains' advertising volume is assuming significant proportions is best evidenced by the 1929 figures in several cities:

City	Percentage of Chain Advertising	Classification
St. Louis	78% of total	food advertising
Sacramento, Cal.	40% "	local advertising
Los Angeles	20% "	local advertising
Rochester	35% "	local advertising
Woonsocket, R. I.	95% "	grocery advertising
Indianapolis	21% "	local advertising
Reading	70% "	food advertising
Joplin, Mo.	25% "	local advertising
Little Rock, Ark.	42% "	local advertising
St. Petersburg, Fla.	50% "	grocery advertising
Aurora, Ill.	10% "	local advertising
Springfield, Mass.	50% "	food advertising

The leading advertiser in the department store field is the **J. C. Penney Co.**, whose large appropriation was invested chiefly in newspapers. The Penney company has been steadily increasing its advertising year after year. It is significant to note that within the last five years Penney's advertising has increased 287 per cent, whereas its store expansion growth has increased 206 per cent. Taking the year 1925 as the base for its index, the index in number of stores in operation increased from 100 in 1925 to 206 in 1929. The index on its advertising, on the other hand, increased from 100 in 1925 to 286.7 in 1929.

Operating Stores	Index on Stores	Index on Advertising Expenditures
1925	676	100
1926	745	110.2
1927	954	141.1
1928	1023	151.3
1929	1395	206.3

This message—addressed to the business men who will underwrite 1931 advertising—appears in the current issue of *The Business Week*.

## UPON YOU MEN WHO GUIDE AMERICAN BUSINESS DEPENDS OUR VERY EXISTENCE

UNIQUE in publishing annals is the situation of *The Business Week*. From the standpoint of business leaders, nothing so well timed, nothing so original, nothing so important has existed in the publishing world.

HERE IS a publication designed editorially for you leaders of business. Of necessity our circulation must come from you, and from no one else. But strangely enough our present and future, as measured by advertising revenues, must also come from you.

SO THAT, after a year of production and refinement, when we are ready to tell our story to the world, we realize that you men of business are our only world—and that the most logical and effective way of telling you

that dramatic tale, is through the columns of The Business Week itself.

FOR THIS REASON, then, The Business Week will bring to you in succeeding issues the story of its conception, its birth, and its rearing to maturity, through the pages of its own self—an autobiography, if you please, which we hope will be quite as interesting reading (and perhaps as remunerative) as that of our editorial pages.

OUR SELFISH AIM in the presentation of this story is to show you how to make use of the finest and most exclusive assembly of business brains ever presented in one circulation group to the material reinforcement of every other sales and advertising activity you may choose to employ. The Business Week is competitive with nothing. Nothing like it has ever before been produced. It is the rock foundation upon which many of your advertising activities should rest.

SHOULD YOU DESIRE TO ASSEMBLE the leaders of business America you need only use the mailing list of The Business Week—a list overwhelmingly complete of your fellow leaders—a list splendidly lacking in subalterns and minor officials.

## CHECK IT YOURSELF... BY OUR GALLEY TEST!

THE TWO PRECEDING PAGES were addressed to your clients—to the Nation's 75,000 business leaders. And, those two pages were carefully read by them—in *The Business Week*.

WHY TELL YOU THIS? Simply because our readers are your most important clients and prospects...the men who really approve the bulk of advertising expenditures in this Country. Slowly but surely in the past year we have gathered them into a single circulation group.

PROOF? Plenty of it, where it should be...on our circulation galleys. These, you are welcome to scan...in fact we urge you to do so...to check our readership in any way you wish. Drop in at our Circulation Department to make the "Galley Test." Pick out a handful of subscriptions at random. Scan every name, address, business position. You'll find *The Business Week* subscribers completely identified...major executives in highly rated businesses.

**THE BUSINESS WEEK**  
McGraw-Hill Publishing Company, Inc., New York

The newspaper lineage of four of the largest food chains and the largest independent voluntary chain, with stores located in eighty-eight of the leading cities from Boston, Mass., to Portland, Ore., was approximately 16,808,967 lines for the first seven months of 1930, as follows:

	lines
Atlantic & Pacific Tea Co.,...	9,475,458
Kroger and Piggly Wiggly, combined .....	5,113,540
Safeway Stores .....	1,277,448
MacMarr .....	430,204
Independent Grocers' Alliance.	512,317
	<b>16,808,967</b>

Computing the year's lineage total, on the basis of the seven months lineage already used, these chains will use approximately 32,000,000 lines of newspaper advertising, involving an expenditure of over \$7,000,000.

Studying the chains' advertisements in more than 500 daily newspapers from coast to coast, we do not find anything new or outstanding in the character of the general advertisement that commands special attention. In the food field price is the dominant appeal. In the clothing, shoe, haberdashery and several of the other fields, one can recognize the type of stores by the type of advertising. One will find advertising copy and layout that compares in layout and technique with the best advertisements of the national advertisers. This is particularly true of the advertising placed in the national mediums. The A & P ran an excellent institutional campaign some time ago that was a complete departure from its regular form of advertising.

Another institutional campaign worth mentioning was the J. C. Penney national advertising campaign that started in January, 1930, with full-page advertisements. Each advertisement has the seasonal appeal, as, for example, the one in January featured "Penco" sheets, captioned "The Extra Long Sheets I've Always Wanted—Only \$1.33." Another advertisement featuring men's spring suits is captioned: "These Are the Clothes of Successful Men; Selling This Month

in J. C. Penney Stores Throughout the United States at \$19.75, \$24.75, \$29.75."

The other advertisements feature spring frocks, shoes, lingerie, men's shirts, ties, underwear, men's hats, women's hosiery, shoes, etc., all in a manner denoting dignity, quality, service, with the price of each a prominent feature. Not a single item either featured or mentioned in the entire campaign was a nationally advertised product.

Less than 5 per cent of Penney's \$200,000,000 sales covers nationally branded merchandise.

Still another campaign deserving special mention is the National Tea Company's newspaper campaign, featuring its "American Home" brand of canned goods. The third of the series starts with the caption—"The Little Corporal Founds an Industry." Napoleon and Louis Pasteur are the basis of the advertisement, and are tied up with National Tea Co.'s knowledge of the modern canning industry—and its ability to produce the finest canned foods possible. At the bottom of each advertisement is the following notation: "This is a series of authentic food romances, to be published by the National Tea Co. Children and grown-ups will find interest and education in these advertisements."

An interesting observation of the chains' advertising is the emphasis placed on the value of their own brands. A common practice is to list either one or several or a group of the best known national brands or leaders, then alongside or in a prominent space of the advertisement show their private brands—with the price differential so great that the consumer can instantly note the saving value in the private brand. An illuminating case is given in an October 3, 1930, newspaper advertisement, where A & P in a five-column advertisement featured its brand of Iona flour, along with the Pillsbury and Gold Medal brands. Iona brand was offered at 59 cents for a twenty-four and a half pound sack, as compared to 85 cents for the national brands.

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that Iona brand is better, or just as good. It merely stated "Flour Sale. Today and tomorrow ends this event. Iona brand 24½ lb. bag 59 cents. Barrel \$4.69, containing eight 24½ lb. sacks. This is your opportunity—do not delay."

The Iona brand announcement occupied nearly half of a fourteen-inch five-column advertisement. The part of the advertisement featuring the Gold Medal and Pillsbury flour consumed about three inches across the five-column width. The 59 cent price was in two-inch letters and the 85 cent price was in one and a quarter inch letters. Of course, the choice is left to the consumer.

Chain-store advertising is replete with such illustrations. It is the old story of dangling price so forcefully before the consumer that the favorite brand is temporarily forgotten.

The *New Era in Food Distribution*, in a recent statistical analysis of newspaper advertising by food dealers, found that the number of times national and private brands were mentioned in the advertising copy of the various groups of advertisers was as follows:

	Private	National	No
	Brand	Brand	Brands
Chains .....	41 %	44 %	15 %
Voluntary Chains	43 %	39 %	18 %
Large Independents .....	28.5 %	34.8 %	36.7 %

Of a total of 6,330 items listed in the advertisements, 2,858 were mentioned as national brands; 2,537 items as private and local brands; and 935 items were not mentioned by brand name. According to this analysis, 45 per cent of all items advertised were brands of national manufacturers, 40 per cent were private and local brands and 15 per cent had no brand designation.

We must not forget the psychological value of price appeal. It is still paramount with the mass consuming power of the country. We must also not lose sight of the fact that most consumers must live on a budget or on a limited income. Whenever they see an opportunity to save on their purchases, they will do it—especially on food,

clothing, shoes, etc. The chain-store executive is both a psychologist and an excellent merchant. He knows his customers and their buying habits much better than the manufacturer. He is closer to them because he has the final word in the sale, and his merchandising department is constantly experimenting to find out how he can develop closer and friendlier contact with his consumers.

#### *No Disguising the Appeal of the Chains*

R. G. Parker, advertising manager of the W. T. Grant Company, in a speech at New Haven, ably presented the chains' views on the effective use of newspaper copy, as follows:

"Chain stores, by their very nature, appeal to the great mass of people, not to any one group. The appeal of chain-store advertising must, therefore, be as near universal as possible—and that appeal is Economy. Your advertising philosophers may tell us about 'the person we'd like to be' or 'the universal desire for beauty' or a lot more of the litany of the craft, but basically these phrases all boil down to getting more for our dollar—and that's the chain store's home grounds.

"Along with others, chain stores have felt the necessity for style appeal in copy—smarter cuts, better typography, more white space—but effective copy has never subordinated the price angle. The constant message of chain-store copy must be 'Economy'—for that is the only excuse the chain store has for existence.

"The danger in chain-store advertising or promotion is to confuse 'cheap' and 'economical.' 'Cheap' goods, comparative prices, hoopla sales, may bring temporary volume but it usually brings also bargain hunters, sharp shooters—and a general distrust of your copy, your merchandise and your company. 'Economy'—the constantly striving for lowering of final prices on fixed standard of quality, or the establishing of new standard of quality within a price limit—brings confidence and goodwill. But it also takes a whole lot

# Newspapers Associated in Community Service

**ARIZONA REPUBLIC**  
THE STATE'S INDEPENDENT GREATEST NEWSPAPER

**PHOENIX GAZETTE**  
ARIZONA'S CAPITAL NEWSPAPER - AGGRESSIVE AND INDEPENDENT

The Phoenix Gazette is now under the management of the Arizona Publishing Company, the organization which owns the Arizona Republic.

After a career of more than 50 years of uninterrupted service to Phoenix and Arizona the Phoenix Gazette now presents itself under the new ownership with W. W. Knorpp as publisher.

The same independent journalistic ideals which were recently announced for the Arizona Republic will guide the Gazette, but the Gazette will not in form or general presentation necessarily follow the Republic style. The newspapers will maintain separate editorial and news staffs each with its own individuality and with freedom of activity and opinion.

As a newspaper the Gazette's development will go hand in hand with the growth of its field. No drastic changes will be made precipitately in its contents, appearance, personnel, though economies will quickly be effected in behalf of advertisers by publication of the Gazette from the Republic plant and offices.

On the Gazette's first day of publication, under the new ownership, great stride was made in its service to the public. Now the Gazette is the first evening paper in Arizona to present to its readers two complete telegraphic news services, for the Gazette, already a member of the Associated Press, has now added the full United Press day service.

The association of the two newspapers of a community in one ownership and one operation, though both maintain their individuality and identity,





is not an unproven circumstance. In more than one hundred and fifty cities of the United States the association of two newspapers presents greater service to the reading public and marked economies to the advertisers.

A nationwide study of the advantages offered to the readers, the communities and the advertisers served by such newspaper association, was made before it was decided that the Arizona Publishing Company should enlarge its usefulness to the Arizona public by purchase and publication of the *Gazette*.

The two newspapers are owned and controlled by men and women actively engaged in their publication whose homes and whose entire interests are and long have been in Phoenix.

The personnel in all departments is imbued with a fine spirit of loyalty to the highest standards of newspaper service and high ideals of personal service to the public welfare through the newspaper profession.

An institution can reach its greatest usefulness only by giving satisfactory, just and aggressive service to those it serves. To such a policy the Arizona Publishing Company subscribes, and its ambition is so to serve, in its enlarged field, that readers and advertisers may take great pride in the *Arizona Republic* and the *Phoenix Gazette*, the two newspapers which are now associated in service to Phoenix and Arizona.

CHARLES A. STAUFFER,  
President

**PHOENIX REPUBLIC AND GAZETTE**  
PHOENIX, ARIZONA

Represented, effective January 1, 1931 by  
**WILLIAMS, LAWRENCE & CRESMER CO.**  
 New York City 285 Madison Avenue  
 Chicago 360 N. Michigan Avenue  
 Los Angeles 433 So. Spring Street  
 San Francisco 206 Chronicle Bldg.  
 Seattle 1405 Northern Life Tower

more care and work to sell the idea, to prepare copy that tells this story effectively."

J. Fred Laing, advertising manager of the James Butler chain of 1,100 food stores, operating throughout the New York Metropolitan area, believes the chain-store merchant has one advantage over the national advertiser in that he can actually check results of his advertisements a week or two after they are published. This is particularly true, Mr. Laing claims, when they advertise their own brands. "If we had been selling x cans of coffee per week and our sales check to xx cans immediately following an advertisement that had not contained price reduction," stated Mr. Laing, "there is only one logical thing that could have caused the increase. We have opportunities to compare the pulling power of one type of copy against the pulling power of another type of copy. If we had a thousand different theories about advertising, we would have opportunities to prove or explode them all. We not only learn the results from actual sales, we can get from fifty to 1,000 comments, depending on our number of units, from the men who actually take in the cash, by sending them a blank form to be filled in.

#### *Why Chains Push Their Own Products*

"We see and hear comments on the so-called 'battle of the brands' and in our own naive way, we are sometimes puzzled by it. We do not understand why any manufacturer should be surprised when we push the products that are the backbone of our business. If we make our own products of wholesome ingredients or can buy the finest products from other manufacturers and sell them under our label, and if we can sell these products at a lower price than people have been accustomed to paying for foods of similar quality, we create a desire for something that can only be purchased in our own stores. We know that if customers come into our stores every day for bread or every week for coffee, we will sell them practically

all the other foods they need for home consumption. No doubt there was a widespread belief at one time that the purpose of the private brand was to enable the store manager to substitute for a superior product and to sell it at an exorbitant profit. If this belief still exists today, we believe it only exists in the minds, or rather, hearts, of a few national advertisers. Certainly, any one who gives a little thought to the matter, realizes that it would be suicide for any group of stores depending largely on the good-will of their customers to follow such a practice.

"You are probably interested in the potency of chain-store advertising when done on other than a strictly price basis," he continued. "Here are a few examples: During the last week of August, using only two New York papers and some suburban papers, we placed an advertisement, advertising the fact that the ginger used in our ginger ale is mellowed a year in wooden kegs. We discovered that we had been doing this for many years but had never mentioned the fact to the public. We sold it at three bottles for 25 cents, a low price to be sure, but we had been continuously advertising it at this low price without any unusual increase. At the end of the first week in September, however, we discovered that our sales on ginger ale were double the normal weekly average.

"During the middle of August, we published an advertisement on our highest grade coffee, in which we stressed quality alone. We left our price at 6 cents a pound higher than our principal competitors were charging for their most expensive brands. When we found out that we had more than doubled our sales during a particularly hot week in the middle of August, we felt that it was just as easy for the chain store to preach quality as it was for the national advertiser.

"We sent out a direct-mail letter in which, among other things, the quality of our coffee was featured, and during this period we noticed an increase of one-third over the

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new high figure. We did not do any advertising on our coffee to speak of until October. By that time, our sales had naturally gone down a little bit but they had by no means gone back to their former level. We took this as an indication that the public not only took our word that the coffee was good; they also liked it after they had tasted it. On October 16 we advertised coffee both at the top of our circular and in our newspapers. Again, we preached quality and omitted any reduction in price. October 18 was on a Thursday. Our sales had increased by one-third at the end of the week, but we did not have any real indication of the effect of our advertisements until the end of the following week because it was during the following week that our managers sent in re-orders. By the end of the week of October 25 we found that our sales were triple what they were during the week ending October 11.

"If quality is the word that may be used by chain stores, cleanliness and sanitation are not foreign words to the chain store's public either. For a number of years we had been selling our buns or pan rolls wrapped in waxed paper—one dozen to a package. We may have had some advertisements featuring quality and, of course, we had numerous advertisements featuring price, but we had never bothered to remind our customers that since they were wrapped they were apt to be cleaner than the loose buns that they might buy from the baker. We placed an advertisement at the top of our weekly circular which was headed, 'Fresh, Fluffy and *Clean*.' The word 'Clean' was underlined because we realized that it was more applicable to a shirt than to bread. The distribution of our circular is about 300,000. It is picked up from the counters and some of the copies are distributed by messengers or by the managers themselves to the doors of prospects. Again, we can use the word 'doubled' in describing the results of this advertisement because our sales at the end of the following week were nearly double our regu-

lar weekly average. This point might be of particular interest when we tell you that a month later we decided to sell our doughnuts wrapped in packages of six instead of selling them loose as we had been doing. We advertised this fact, again using only our circular as a medium and we achieved the startling result of increasing our doughnut output by more than 2,000 per cent.

"We are confident that the chain store can advertise its own product or the product of any other manufacturer without limiting its appeal to price."

#### No National Demand for Private Brands

In spite of the effective advertising by chains to develop local consumer acceptance, we cannot find a single case where chains have succeeded in nationalizing any of their own brands to the extent of creating such consumer acceptance for their products that other dealers would seek to stock them. Even A & P, with its 15,000 stores, with its local and national advertising, cannot point to any of its best advertised brands and claim they enjoy national distribution. Can we say that Bokar, Red Circle and Eight O'Clock coffee are national brands? Hardly. Their sale is limited to A & P stores and so long as they are confined to A & P's distributing outlets, they must be classed as private brands.

The J. C. Penney Co. has developed a large sale on its "Pay Day" overalls, which is probably as well known as any in the country. Yet "Pay Day" overalls must be purchased in Penney's stores. A study of the geographic locations of some of these 1,400 stores will show that in some sections of the country, even if the consumer desires to purchase "Pay Day" overalls, he will find it so inconvenient that he will probably accept any other of the well-known brands.

In the drug field the United Drug Company has spent hundreds of thousands of dollars in advertising its Klenzo tooth paste, Jontee talcum powder and a number of

# READING *from* RIGHT

ONE of the unique values enjoyed by advertisers in THE SATURDAY EVENING POST is observable every Thursday all about you.

Just watch the buyer of this magazine as he opens it to his gaze.

Time after time you will see him leaf through its pages starting at the back cover and coming forward.

*This simply means that as banner-carrier to American business The Post's advertising pages compete successfully with its editorial pages in reader attention.*

THE inexperienced sometimes feel that an advertisement in a lean publication has a special advantage in visibility.

What of it?—Marshall Field's store set

## THE SATURDAY

\*AN AMERICAN

THE CURTIS PUBLISHING COMPANY



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out in a vacant prairie might be more conspicuous but it certainly would be less successful.

The aim of the mature advertiser is not to *sneak* his reader, but to *inform* him; in The Post he gets *plus visibility* because he gets *plus interest*.

Buyers come to the market; business goes where business is.

THE SATURDAY EVENING POST reaches the most intelligent and progressive audience in America—that hub *three-million-strong* which turns the taste, thinking, *buying* of the other millions in this land.

It is big in *circulation* because it is big in *character*; it is big in *advertising* because it is big in *rewards*!

## EVENING POST

INSTITUTION\*

INDEPENDENCE SQUARE, PHILADELPHIA

other similar brands. Even with its Rexall agencies, these products cannot claim to have national distribution, because they are sold only through controlled outlets.

The Thom McAn \$4 shoe is one of the best shoe values in the world. Today it enjoys an unusual reputation for quality at a price, among thousands of consumers, but these shoes may be purchased only through Thom McAn stores. Even with the popularity these shoes enjoy, their general distribution is limited to less than 500 retail outlets. Can we class this as national distribution?

#### *Nationalizing Chain Brands*

When we stop to consider that there are not more than approximately 200,000 retail chain outlets, as against more than 1,200,000 independent outlets, it can be readily understood why chains will hardly ever be able strictly to nationalize any of their brands. Chains will, however, develop local consumer acceptance that may compare favorably in volume and profits with that of many national advertisers. The best illustration we can offer is to refer again to A & P and its three brands of coffee. According to available statistics, this country consumes approximately 1,500,000,000 pounds of coffee annually, representing a retail value of from four hundred to five hundred million dollars, depending on the coffee market. From reliable sources, we have been told that the estimated coffee sales of A & P brands total anywhere from forty to fifty million dollars annually. We do not know how near correct this estimate may be, but assuming that A & P's coffee sales total only \$30,000,000 annually, how many of the national coffee brand advertisers, who distribute their brand through 200,000 or more retail outlets, enjoy a \$30,000,000 annual volume? It is the chain's power of sales concentration that places it in so advantageous a position.

Next week, the subject to be discussed is concerned with how the manufacturer and the chain can work together without antagonizing the independent.

#### Duty on Advertising Material for Canada Increased

The duty on advertising material sent into Canada has been increased, according to J. J. Kiely, postmaster at New York. He explains the change in the following statement:

"Advertising circulars are liable in Canada to a specific customs duty at the rate of 15 cents per pound, or 35 per cent *ad valorem*, whichever is higher, which duty Canadian customs officials are required to collect when such pamphlets arrive by mail, even though each pamphlet bears a different address. Canadian customs officials, however, are authorized to remit such duty in respect to bona fide trade catalogs and price lists not designed to advertise the sale of goods by any person in Canada, when sent into Canada in single copies addressed to merchants therein and not exceeding one copy to any merchant for his own use but not for distribution.

"Customs duties on advertising pamphlets, advertising show cards, illustrated advertising periodicals, price lists, advertising almanacs and calendars, patent medicine or other advertising circulars, fly sheets or pamphlets, advertising chromos, chromotypes, oleographs or like work produced by any process other than hand painting or drawing, and having any advertising or advertising matter printed, lithographed or stamped thereon or attached thereto, including advertising bills, folders and posters or other similar artistic work, lithographed, printed or stamped on paper or cardboard for business or advertising purposes (not otherwise provided for), imported by mail into Canada may be prepaid by means of Canadian customs-duty stamps affixed to the reverse side of each package containing the advertising matter above referred to for the amount of duty payable on the same."

#### Appointed to Hospital Fund Committee

Three additional appointments to the committee of advertising and publishing interests for the United Hospital Fund, New York, have been announced by Stanley Resor, chairman of the committee. The new members are Colonel Frank Knox, general manager of the Hearst Newspapers; Joseph A. Moore, New York *Morning Telegraph*, and Raymond Bill, president, Federated Business Publications, Inc.

#### To Represent Phoenix "Republic and Gazette" Nationally

Effective January 1, Williams, Lawrence & Cresmer, Inc., publishers' representative, will take over the Pacific Coast representation of the *Phoenix, Ariz., Republic and Gazette*. With this appointment, Williams, Lawrence & Cresmer, Inc., will represent this newspaper nationally.

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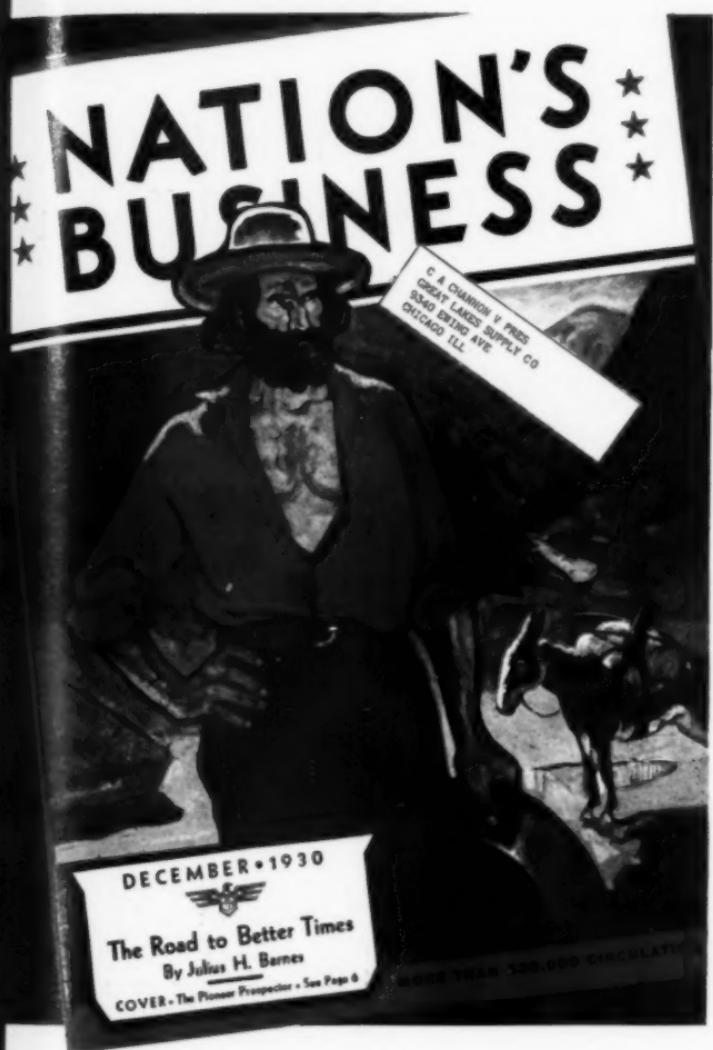
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Dec. 11, 1930

PRINTERS' INK



W Nation's Business is the one magazine that I go over very carefully and find intensely interesting. //

C. A. CHANNON, Vice President  
Great Lakes Supply Company  
Chicago, Illinois

## A recent advertisement of Lord & Thomas and Logan started off as follows—

"Ordinarily a woman won't read much about a soda cracker, although she may need a package. Nor will a man, about a box of matches. But a man who wants a motor car will read many close-set lines about it if the advertisement is informative. And so will a woman, about new styles just announced—or to learn how to retain or enhance her beauty."

I have been saying the same thing in Printers' Ink for many years, as you will see from the following—

OCTOBER 1922—"The average housewife does not read lengthy advertisements about staple products."

AUGUST 1924—"To introduce a new product in an interesting way is comparatively easy, but to get the consumers to read and re-read the often told story about a popular staple is a much more difficult problem. Very few people have the inclination or the time to read advertisements for products which they have bought and used often."

JULY 1925—"An advertisement for a new beauty aid or any other new thing of importance will get attention from many readers, no matter how crowded with advertising the magazine may be, but I insist that very little time will be given to the advertisements of the old line staples."

NOVEMBER 1927—"The suggestions on the Sunkist Lemon car cards will be read during their idle time by the masses who would not stop to read other kinds of advertising for lemons because they think they know all about lemons."

AUGUST 1928—"Obviously, advertising for the old line staples—the 'household chestnuts'—has no importance at a time when the consumer is attracted by more important advertising, or items of news value, or articles of great interest. Household chestnuts are not forgotten on the pantry shelves if they are advertised in the Street Cars. The daily reminder makes that impossible."

NOVEMBER 1928—"People are not inclined to 'stop' during their busy moments to read advertisements for products they have bought hundreds of times."

NOVEMBER 1929—"The greater majority of people will not give up the time to the reading of advertisements in newspapers and magazines for unimportant items to which they are committed—in the Street Cars, with time to spare, they have nothing else to do, and besides they cannot turn the car cards from sight. It takes every day reminders and every day suggestions to increase materially the consumption of the many household staples which compete every day for part of the housewife's dollar."

Seldom used staples on the pantry shelves are not much better than unsold packages on dealers' shelves. The more often the people are reminded of the household staples, the more often they will be *used*—and *repurchased*. Obviously without the support of the Street Car riding families, the popular household staples could not be leading sellers.

60,000,000 people, or approximately 14,000,000 families, live in the Street Car cities of the United States. It costs only  $2\frac{1}{2}$ c per year per family to display a car card in every other Street Car of the United States for an entire year.

  
H. Barnard  
National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

**JUST AN INSIGNIFICANT FIGURE "2"  
—BUT OF UTMOST IMPORTANCE  
TO HUNDREDS OF PROMINENT BUYERS  
OF PRINTING**

For some years the Pyrofax Division of the Union Carbide Company, Corn Products Refining Company, The Mentor-World Traveler Magazine and many other well known concerns have made a habit of calling WORTH 6080 as the dependable starting point for fine Printing.

On and after December 16th they will be calling a NEW number—WORTH 2-6080—but they will get the same Printing plant—Isaac Goldmann Company—and the same reliable, satisfactory service.

Try this number, yourself!

**ISAAC GOLDMANN**

**COMPANY**

FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE STREET—NEW YORK, N. Y.

TEL. WORTH 2-6080

They have always found Intelligence, Experience, Speed, Efficiency and true Economy at the other end of the telephone, as well as exceptional mechanical facilities for every type of Printing and for ON-TIME delivery.

Use them on your Christmas Mail



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# Writing a Sales Message Across the Human Face

A Few Added Touches to Photographic Portraiture May Easily Make the Illustration Many Times More Effective

By W. Livingston Larned

IT would appear agreed that where possible an advertising illustration should possess novelty in some form, to raise it above the commonplace. There are innumerable methods of accomplishing this, but, as a rule, the simple ideas are the best. Consider, for example, what can be done to the human face in an illustrative way to turn it into an unusual illustration.

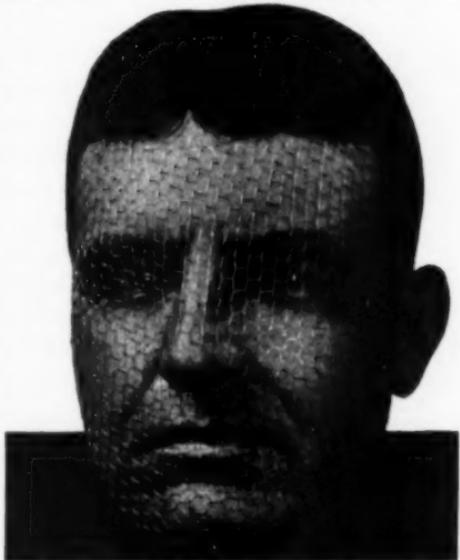
Early Pepsodent camera illustrations were very largely portraits of attractive girls, smiling, and with glistening teeth. But, when all was said and done, they could not be looked upon as anything new or original. In the meanwhile, the selling angle of a "tooth film" was being used successfully.

Then an inspirational idea revolutionized the Pepsodent illustration. The scheme was originated of laying over the mouth of one portrait in a twin picture, a small, square film, through which the detail beneath was faintly suggested. The teeth in this portrait were dingy and clouded. But in the companion photographic study, the same model smiled a perfect smile from the dental point of view.

This idea changed a commonplace type of picture into a "stunt" scheme which could be used and featured throughout several years of national advertising. And how easy to prepare in an art sense. Identical prints of heads are mounted, side by side in a pleasing composition, and over one the film

square is air-brushed. A retoucher will tell you that no great problem is involved. Nor is it expensive.

This Pepsodent campaign is an



*An Effective Illustration from a Pompeian Massage Cream Advertisement Which Was Headed: "Your Face Is a Net . . . It Traps the Dirt"*

admirable example of what can be done in the direction of making commonplace material uncommonplace. And very simply, too. The gray patch air-brushed over these heads individualizes the entire campaign and gives it character. But each picture starts with no more than a smiling face.

It is not necessarily the most expensive drawing that proves the most ingenious as to originality of conception and technique.

A campaign for the Church & Dwight Company, maker of baking soda, is another quite impressive example of photographic portrai-

# Striking RECOGNITION of GOOD HOUSEKEEPING to M



**O**UTSTANDING among the December advertisements is the eight-page, four-color insert of the Grigsby-Grunow Company in *Good Housekeeping*, which merchandises the new Majestic Refrigerator.

It furnishes a timely example of how unusual results in selling can be secured by using *Good Housekeeping* in an unusual manner.

The Grigsby-Grunow Company recognized that *Good Housekeeping* is in itself a complete national market of families of high living standards and buying power.

It recognized also that by winning the Seal of Approval of *Good Housekeeping* Institute for its new product, profits had found a key to the confidence and patronage of these influential *Good Housekeeping* families.

Therefore it invested \$73,600 in this one issue of *Good Housekeeping*, making this eight-page insert the hub of its campaign, which was extended by advertisements in newspapers and by reprints of the *Good Housekeeping* insert for distribution by dealers.

# N of the POWER of G to MERCHANDISE a New PRODUCT

This signal recognition of Good Housekeeping's merchandising power is worthy of note by any firm seeking to get immediate national acceptance for a meritorious new product.

Good Housekeeping is the Fifth Avenue of national commerce.

Saks, Altmans, and Lord & Taylors find it pays them to occupy blocks with Fifth Avenue frontage. By the same token, the more space an advertiser uses in impressing the essential Good Housekeeping clientele, the more good trade he will draw, and the larger will be his profits from his advertising investment.



# HOUSEKEEPING EVERYWOMAN'S MAGAZINE

ture given the desired individuality by the simplest of art additions.

The product is advocated for whitening the teeth, and pleasing portraits are camera-made from carefully chosen models, looking "straight-out, at the reader." Parted lips disclose teeth. They are unusually pleasing and animated characterizations to begin with, but if not manipulated as in the current series, there would have been nothing original about them.

A pen line is drawn down the middle of every face. One side of the face is dark, misty and uncertain as to detail, while the other is very clearly defined. The effect is spectacular. And produced at no expense worth mentioning. An air-brush artist need only spray semi-transparent black water-color over the one portion of the original photograph, and then draw in the dividing line with a pen. That's all.

The air-brush is a peculiarly valuable device when it is necessary to tamper with a photograph, for quite mystifying effects can be secured, quickly, inexpensively. A spray of either white or black achieves real marvels.

In the baking soda series, there is this noticeable contrast between the two sides of a single face. And the teeth are included, of course. But an original photograph of a face of this kind can be entirely normal. Air-brush manipulation is the answer. It is possible to spray water-color black over a print and retain an important amount of detail beneath this tone. The public would never guess how the result was achieved.

Taking photographic faces and "doctoring" them, for original effects, has come to be a quite definite and interesting studio specialization. And each day brings some new illustrative idea, more spectacular than what has gone before.

There is the peculiar Pompeian series, with its reference to the "face net" which traps dirt and its most unconventional handling of halftone heads from photographs. A real net is spread over these character studies and the extent to which it transforms the illustrations is little short of startling.



*Church & Dwight Have Written Their Sales Message Cleverly on This Face. It Is from an Advertisement Recommending the Use of Baking Soda for the Teeth*

It means, in other words, the difference between a mere photograph and an entirely unconventional camera picture.

There are two ways of creating effects of this kind. A model may be photographed behind a piece of netting or even a section of special fencing, thus creating, in a single negative, the complete illustration, ready for the engraver, after a modest amount of retouching has been done.

Then again, it is possible to mount over the surface of an enlarged portrait, a piece of white netting, and make the engraving from this. If the head is dark in color, a white net is used. If, on

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the other hand, the portrait is light in values, a black netting is preferable.

The sum total, in either event, is a most unique type of photographic illustration, with that added 50 per cent of originality so necessary if the campaign is to have the benefit of continuity strength.

Another campaign, using camera portraits, employs white stars to lend pictorial novelty to a connected series. Over a beautiful face, white stars are drawn in various localities . . . the forehead, mouth, eyes, throat, neck, and shoulders. And there are key stars beneath, corresponding. A beauty preparation tells, in this manner, how certain corrective measures are set in motion.

Starting with a photographic portrait, numerous advertisers promptly proceed to create an interesting series, each display individualized by a basic idea. And there is, apparently, no end of possible combinations. A face powder, for example, shows, in very small size, an inch-and-a-half wide halftone reproduction of a full-length study of an attractive woman, while the larger unit of illustration features a section of the same subject, enlarged upon and narrowed down to the main elements.

Everything is done to emphasize the fact that the two pictures are related and that one is no more than a painstaking close-up of a section of the original. But the eye is attracted to this scheme. In the larger picture the posed model comes to life in a detailed portrait, whereas the secondary study pictures this same face in the tiniest size.

Listerine illustrations for two years have settled upon another variant of this plan. Large portraits of men and of women are

featured, dominating each advertisement, while superimposed against each is a study of the smiling mouth of the same individual, in very much larger size than it appears in the featured illustration.

In the Phillips' Milk of Magnesia magazine campaign, happy



*Ingram's Milkweed Cream Advertisements Have Been Using This Clever Idea for Some Time—The Stars Refer to Explanatory Text Below the Illustration*

normal people are pictured, in the full strength of halftones made from fine characterizations, while companion studies, in the same poses, are air-brushed down, to the point where they are mere ghosts of the original.

This can be done, either with drawings, or with photographs, and, in the latter case, the air-brush supplies the technical answer. It amounts to no more than blowing the print down to one-tenth of its first strength. You can, for example, have two prints made of a portrait from the one negative, and mount them, side by side, one a ghostly echo of the other.

And attention is called to the unique Grape Nuts series with

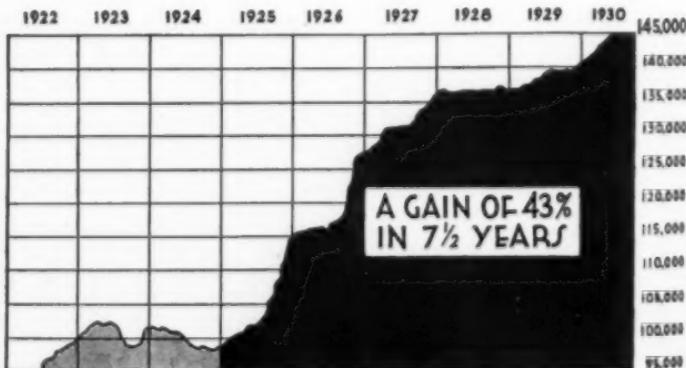
# Whence 43%

**F**Ollowing the fight of The Cincinnati Post for a new deal in local government, its circulation increased 43 per cent.

When other newspapers were either indifferent or openly hostile, Cincinnati citizenry turned to the one newspaper in Cincinnati that would and could give it the story of the struggle.

Today that Cincinnati . . . that active, progressive, prosperous Cincinnati, the best governed large city in the United States . . . is the work of that newspaper and the 62 per cent of Cincinnati's population who read it.

This 62 per cent reads The Cincinnati Post because it is an interesting newspaper. Its news is tersely presented. Its features are outstanding, by such men as



# came this . . . circulation gain?

O. O. McIntyre, S. Parks Cadman, Joe Williams, Will Rogers, Heywood Broun, Amos Parrish, and others.

For obviously 62 per cent of a city's population, ambitious and foresighted enough to want a new government also want the new in the furniture they put in their homes, in the radios that entertain them, in the food they eat, the clothes they wear, the car they drive, and the other merchandise they need and use.

All of which means that your best buy in the Cincinnati Market is The Cincinnati Post.

#### POST CIRCULATION

1. City and Suburban.....	144,832
2. In the O. K. market..... (Cincinnati trading area)	162,722
3. Total circulation .....	188,076

## The Cincinnati Post

A Scripps · Howard Newspaper

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110,000  
105,000  
100,000  
95,000

NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of  
MEDIA RECORDS, INC.

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

side-by-side photographic portraits, facing, one a perfect replica of the other, with the single exception that a transparent tone of blue is run over each right-hand subject, thereby toning it down, while the opposite halftone is crisply bright with contrasts of light and shade.

For one figure is that of a happy person, while the other visualizes the same character suffering from the "blues." The model may be posed in the identical composition with a change of facial expression.

You have doubtless seen and appreciated the exceptional campaign in behalf of Stewart-Warner radio, camera characterizations forming the novelty of the series. Two separate prints are necessary in this idea, as well. And the illustrations are all based on one headline thought: "The music is there, but it takes freedom from interference to bring it out."

A singer's head is shown in quite large size, from photographic copy, but the mouth is covered over by a gag. The cloth, tied around the head, makes it impossible for this artist to do more than make an attempt at full-range melody.

The secondary picture is of the same head in the same pose with the bandage removed. The singer is unrestricted. A very novel method, this, of surrounding an ordinary camera portrait with unconventional illustrative atmosphere.

"Increase your own efficiency 50 per cent" is the copy argument of another series. A profile study is backed up by shadowy replicas of the same head, tapering off into nothingness. But the illustration is a most distinctive one because of the art handling.

And then there is the "Phantom Fingers" idea as used in a second Pompeian Cream magazine series. Portraits of women are interrupted by the ghosts of delicate hands reaching downward, massaging, and smoothing out the lines of age or of fatigue. And this extra, added feature really makes the campaign.

With a photographic portrait as a base, there is no limit as to what can be done to give so simple a theme daring originality of layout and idea.

## Westinghouse Electric Adds to Staff

George W. Moister, formerly vice-president and general manager of Kelvinator Philadelphia, Inc., and associated with the Kelvinator Corporation for the last seven years, has been appointed manager of sales promotion of the refrigeration department of the Westinghouse Electric & Mfg. Company, East Pittsburgh, Pa. He was, at one time, a copy writer with Sidener, Van Riper & Keeling, Inc., Indianapolis advertising agency.

Clem B. Graves, formerly with Standard House Utilities, Inc., has also joined the refrigeration department of the Westinghouse company, as assistant to Carl D. Taylor, in charge of that department. Mr. Graves was for five years Eastern sales manager of the Federal Electric Company and for ten years general sales manager of that company at Chicago.

H. A. D'Arcy, formerly Western manager of utilities sales for the Kelvinator Sales Corporation, Detroit, has been made central station sales supervisor of the Westinghouse company, in charge of central station refrigeration sales.

## Death of Dr. W. E. Barton

The Rev. Dr. William E. Barton, Congregational clergyman, biographer of Abraham Lincoln and father of Bruce Barton, chairman of the board of Barton, Barton, Durstine & Osborn, Inc., advertising agency, died on December 7, at Brooklyn, N. Y.

Dr. Barton, who was sixty-nine years old, was a prolific writer and in addition to his activities as a clergyman, lecturer and educator, wrote numerous volumes concerned with religion and with life in the hills of Tennessee and Kentucky. As an author, however, he was best known for his numerous books on Abraham Lincoln on whom he was regarded as an authority and concerning whose life he brought to light many new facts.

Two of the five children who survive Dr. Barton are associated with the advertising and publishing business. Bruce Barton's brother, Charles, recently sold his interest in the Sheridan, Wyo., *Post-Enterprise*, now part of the *Sheridan Press*, of which Mr. Barton is managing editor.

## Electrical Account to Kirkgasser Agency

The Kimble Electric Company, Chicago, manufacturer of electric motors and electrical specialties, has appointed George J. Kirkgasser & Company, advertising agency of that city, to direct its advertising account. This appointment is effective January 1, 1931.

## Appoints Mitchell & Wright

*Sports Afield & Trails of the Northwoods*, Minneapolis, has appointed Mitchell & Wright, publishers' representatives of that city and Kansas City, as its representatives in the Middle West.

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## If a Fly were Wise— He would avoid fly paper!

• • • Shrewd publishers  
don't make Post Office  
statements that can't be  
proved.

• • • The Seattle Times  
has the Largest Circulation  
in Seattle and the State  
of Washington. Ask for  
the Latest Official Figures.

## *Business is Ahead in the Women's Magazines*

LOOK at the following five-year record of the gross advertising revenue of the Ladies' Home Journal, Good Housekeeping, Woman's Home Companion, McCall's, Pictorial Review and Delineator.

1926 — \$47,708,000

1927 — \$50,712,000

1928 — \$53,330,000

1929 — \$56,118,000

1930 — \$58,659,000

THE total lineage was ahead for 1930. The total circulation was ahead for 1930. Increases were normal.

THE women's magazines are outstanding in making substantial progress in circulation, in lineage and in revenue.

**DELINERATOR** led among these magazines in circulation gain, in page gain, in revenue gain during 1930.

OF the \$10,951,000, the total gained by these six women's magazines in four years, *Delineator* gained \$3,972,000, or 36.3%.

OF the \$2,541,000 gained by all these in 1930, *Delineator* gained \$1,669,000, or 65.7%.

**DELINERATOR** has now closed its February, 1931 issue with a further gain of 16% in lineage and 16% in revenue.

# DELINERATOR

*Guarantees 2,600,000 with April, 1931*

# Stockholders and the Family of Products Meet at Christmas

Combination Gift Packages Afford Means of Acquainting Stockholders with the Entire Line

By Don Masson

IN the recent past stockholders were regarded as mere symbols. Rarely did companies whose stocks they owned give shareholders so much as a thought until the time of annual meetings. But times have changed. More and more attention is now being given to the stockholder however small his holdings. He is a recognized consumer. What is more, he is a recognized salesman. In both capacities the stockholder can be counted on for sales.

This year several manufacturers have realized that their stockholders may not be acquainted thoroughly with their entire line of products. Possibly these stockholders are buying competing merchandise without realizing that they can promote their own interests by purchasing products of companies in which they are financially interested. Or they may act as word-of-mouth salesmen in promoting the welfare of these organizations.

To insure familiarity with the entire line, advertisers such as the American Sugar Refining Com-

pany, the Borden Company, Colgate - Palmolive - Peet Company, Beech-Nut Packing Company and The American Chicle Company are offering combination Christmas packages to stockholders.

For several years it has been the custom of the American Sugar Refining Company to offer an attractive holiday season package of Domino products to holders of its stock. Last year an imported buff-colored willow hamper was used as a container. The cordial response and widespread demand for this package prompted its use again this year.

An illustrated letter was mailed out about the first of December to all stockholders. This letter, through its illustration and copy, gives a good idea of the "Domino Sugar Hamper" and the thirteen full-size packages it contains. "The hamper is hand-made and sturdily built," says the letter. "There are varied and interesting uses for it—ideal as a luncheon basket for a motor or fishing trip, a picnic or beach party.



For Several Years It Has Been the Custom of the American Sugar Refining Company to Offer an Attractive Holiday Season Package of Domino Products to Holders of Its Stock

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*The Borden Company's Offer Introduces Stockholders to the Newest Products*

Perfect for a sewing basket. Each hamper is packed in a stout fiber board container, decorated with a holly label with a space for the sender's name. Note from the illustration on page 96 the generous assortment of Domino cane sugar products being offered as this year's contents. A Domino sugar for every household use. The price is \$2.75, delivered anywhere in the United States. The Domino Sugar Hamper will make a most attractive Christmas gift at a very moderate cost.

"As our supply of these hampers is limited, and orders must take their turn, we respectfully request that you promptly advise us of your requirements by use of the attached form."

The form mentioned is a coupon that may be filled in with names and addresses and has a place for the name and address of the sender.

The offer of the Borden Company is similar in that it familiarizes stockholders with the company's products and at the same time af-

fords a solution for a reasonable yet useful gift to a friend. Accompanying the dividend check is an illustrated folder entitled, "An assortment of Borden's finest cheeses in special Christmas boxes." This offer introduces stockholders to the company's newest products and says, "Most Borden Company stockholders know that their company is now making and distributing cheese. But many, perhaps, do not realize the variety and quality of the Borden cheeses and the opportunities which this new field of endeavor has opened.

"The company, although comparatively new in this phase of the dairy business, already offers the widest variety of cheeses in America—a variety which includes every kind of cheese produced in this country, plus the best of European importations. Name any cheese you want—from smooth, creamy cream cheese to piquant Camembert, from mellow American to mellower Lieberkranz—Borden makes it and makes it better!"

Two assortments are offered at a special price and are labeled Christmas boxes No. 1 and No. 2. The boxes cost \$1.75 each. Box No. 1 contains some cheeses that are perishable and are not shipped until December 15. Box No. 2 contains all cheeses that will keep well and was shipped any time after December 5.

The Borden Company has confined its Christmas packages to those products which may be unfamiliar to stockholders. In effect, the company has employed stockholders to distribute samples of its products. Naturally it would be impossible to supply a package of all of the company's products but these two boxes enable stockholders to learn of those products less widely associated with the Borden name.

"Your company solves your gift problem for you," starts the four-page illustrated letter sent to stockholders of the Colgate-Palmolive-Peet Company, signed by its president, Chas. S. Pearce. Mr. Pearce writes:

**To All Stockholders:**

This letter is written you as a result of my conviction that you are willing and anxious to co-operate

Dec. 11, 1930

# 50,000s



West Garrett Road  
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West Garrett Road — October 23rd, when a page advertisement in The Evening Bulletin announced the opening of the West Garrett Market to Philadelphia housewives. More than 50,000 people thronged the store on the opening days.



© 1930. Bulletin Co.

**O**N THURSDAY, October 23, at noon, West Garrett Market, on West Garrett Road, opened for the first time. The Evening Bulletin carried the opening announcement—a full page on October 22. No other advertising appeared in Philadelphia daily newspapers.

The results were phenomenal. 50,000 shoppers thronged the market during the opening days. From Thursday noon until Saturday closing, 38,657 people made purchases.

During this period 105,000 lbs. of vegetables were sold; 4,344 lbs. of mushrooms; 6,000 oysters; 5,000 chickens; 33,000 lbs. of apples; 62,500 bars of soap. Record-breaking sales for a market of this size!

The Market consists of two stores, 80

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# SHOPPERS

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## WEST GARRETT MARKET



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New York Office . . . . . 247 Park Avenue  
Chicago Office . . . . . 333 N. Michigan Avenue

With a front entrance. A meat market, and combination fruit, vegetable, grocery and fish market. Over-all size, 72 feet front by 37 feet in depth. The Market is located on West Garrett Road, in Philadelphia's fine suburban shopping centre. Up to the opening day, West Garrett Road was out of the regular flow of traffic and out of the beaten path of shoppers . . . making the

opening success all the more sensational.

\* \* \*

The Evening Bulletin reaches more than ninety per cent. of the homes in Philadelphia and suburbs: 572,600 homes; 555,711 daily circulation almost entirely in this area.

Its coverage is greater, and its advertising cost lower than offered in any metropolitan market in America.

# THE EVENING BULLETIN

WILLIAM L. MCLEAN, PUBLISHER  
CITY HALL SQUARE

Detroit Office . . . . . 321 Lafayette Blvd.  
San Francisco Office . . . . . 681 Market Street

with me, with the welfare of the business as our aim.

I have asked that a special offer be made to you with a double purpose in mind. First, to help you solve the holiday gift problem in a sensible way. Second, to benefit our company by putting this attractive assortment of articles in the hands of your friends who may not have used them before.

Within you will find pictured this unusual Acquaintance Gift Package. In perfect taste, a revelation of the giver's discrimination, yet containing only those fine toiletries indispensable to every household. Included is our newest product, Palmolive Beads, the distribution of which is extremely important to all of us.

Purchased at a retail store, the cost would be \$5.75. It is a genuine pleasure to offer these gift packages to our stockholders at the nominal sum of \$3.95. You may order as many as you like. Simply note down on the attached order form the names and addresses of those to whom you wish them sent. Include your check to cover the actual cost and we will mail them, postage prepaid, packed attractively as gifts, or if you prefer, they will be sent to you for your own presentation.

I feel confident that you will want to take advantage of this unusual offer.

Here special stress has been put upon the company's latest product—Palmolive Beads. Other products are not mentioned in the letter but all eleven included in the ensemble package are illustrated within.

The American Chicle Company follows a slightly different method. Instead of making a gift package offer at a special price the company sends a special combination package to stockholders without charge. This package has a variety of the company's well-known brands of chewing gum. It is sent to all stockholders with a Christmas greeting card.

When such a plan is followed there is an important point to bear in mind. Be sure to scan carefully the mailing list to which these packages are sent. Otherwise some bank or broker holding the shares for a number of customers may receive one fine morning a carload of gift packages.

### With Marschalk & Pratt

Frank C. Wright, Jr., has joined the marketing research department of Marschalk & Pratt, Inc., New York advertising agency.

### House of Hubbell Transfers Agency Business

Arrangements have been completed, according to O. S. Hubbell, president and treasurer of the House of Hubbell, Inc., Cleveland, whereby the space accounts and the agency business of the company have been taken over by the Hubbell Advertising Agency, Inc., of that city.

Henceforth, it is reported, the House of Hubbell activities will be confined exclusively to the planning and production of direct mail, catalogs, booklets and a general line of printing. The service department will continue under the direction of I. M. Adams.

Joseph E. Mason, who has been senior account executive at the House of Hubbell, has joined the staff of the Hubbell Advertising Agency and will continue in charge of the accounts which he has handled in the past.

### Appoints Klau-Van Pietersom-Dunlap-Younggreen

Marquette University, Milwaukee, has appointed Klau-Van Pietersom-Dunlap-Younggreen, Inc., advertising agency of that city, to direct its advertising account. Newspapers, magazines and direct mail will be used.

### New Account for Hurja, Chase & Hooker

The Claud S. Gordon Company, Chicago, has placed its advertising account with Hurja, Chase & Hooker, Inc., advertising agency of that city. Business publications and direct mail will be used.

### General Foods Subsidiary Acquires Atlantic Gelatine

The Atlantic Gelatin Company, Inc., a newly created subsidiary of the General Foods Corporation, has purchased the Atlantic Gelatin Company, Woburn, Mass., manufacturer of edible gelatin.

### Joins San Jose, Calif., Radio Station

Fred J. Hart, founder and, for the last ten years, publisher of the California Counties Farm Bureau Monthly, has become managing director of Radio Station KQW, at San Jose, Calif.

### Has Beverage Account

L. F. Neuweiler & Sons, Allentown, Pa., have appointed Shankweiler-Mickley, Inc., advertising agency of that city, to direct the advertising of their Canadian Pale and Purity Beverages. Newspapers in Pennsylvania and direct mail will be used.

### Death of P. B. Lessing

Paul B. Lessing, president of the Lessing Advertising Company, Des Moines, Iowa, died recently at West Liberty, Iowa. He was forty-nine years old.

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# NATIONAL TRADE JOURNALS, INC.

**H**REE years ago the National Trade Journals, Inc. was organized to bring under one roof and one management the publishing activities of various strong and established trade journals. Since that time the inevitable seasoning and weeding out process has been under way until today, each of the following periodicals, wholly owned and published by this organization, offers greater interest and value to its readers, with the consequent increase in value to its advertisers.

#### ARCHITECTURAL FORUM—

Founded 1892.

The only architectural publication covering the entire field of architecture. Published monthly in two sections for a selected circulation.

#### HEATING AND VENTILATING—

Founded 1904.

For 26 years devoted exclusively to serving every branch of the heating, ventilating and air conditioning industry.

#### GOOD FURNITURE & DECOR- ATION—

Founded 1914.

A magazine for interior decorators and dealers. The authoritative publication in matters of style and trends in furniture and decoration.

#### NATIONAL SPECIALTY SALES- MAN—

Founded 1915.

A magazine published in the interest of specialty salesmen.

#### MOTOR BOAT—

Founded 1903.

Concentrating the effectiveness of its advertising by circulating only among the dealers in the boat industry.

#### MOTORSHIP—

Founded 1914.

Reaches all probable prospects interested in promoting the Diesel engine as marine equipment.

#### DIESEL POWER—

Founded 1922.

Devoted exclusively to promoting the Diesel engine for service in American industry.

#### NATIONAL CLEANER & DYER—

Founded 1909.

It is, and always has been the leading publication catering to the cleaning and dyeing industry.

#### FISHING GAZETTE—

Founded 1879.

Reaches every unit of significance in the production and merchandizing phases of commercial fisheries east of the Mississippi.

#### CANNING AGE—

Founded 1920.

The leading monthly catering to the rapidly growing field of food preservation.

#### NATIONAL PLAN SERVICE, INC.—

Established 1918.

A service to supply information regarding the dealer's service to prospective home owners.

## • A STATEMENT •

No publication owned by this company is for sale.

Plans now completed and approved provide for the most aggressive development these journals have ever undergone. The personnel of each contains men of unquestioned authority in their respective fields. The management is competent and experienced. The fixed purpose of the entire organization is to publish magazines of greater value and to render greater service than ever before to both readers and manufacturers who employ the pages of the various publications in the merchandising of their products.

# THE ARCHITECTURAL FORUM

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.

## THE ARCHITECTURAL FORUM



IN TWO PARTS PART ONE

ARCHITECTURAL DESIGN  
NOVEMBER 1930

## THE ARCHITECTURAL FORUM

IN TWO PARTS PART TWO

ARCHITECTURAL  
ENGINEERING  
&  
BUSINESS

NOVEMBER 1930

**DITORIALLY**, *The Architectural Forum* has stood for better architecture and better construction. Every test, every investigation that has been made in recent years to determine reader preference (twenty-three in the past ten years to our knowledge) has proved the unquestioned leadership of *The Architectural Forum*. In today's market the recognition of this leadership by manufacturers and their advertising agencies is of the utmost importance.

The editorial and business staff of *The Architectural Forum* devotes its entire time and skill to the accomplishment of one goal—the maintenance of a recognized leadership.

We call your attention to the following outstanding contributions to architectural magazine publishing:

**1** To cover the entire field of architecture completely it issues *The Architectural Forum* in two parts:—Part One—Design; Part Two—Engineering. This is the most costly editorial program ever attempted by any architectural magazine. (Each month subscribers receive two complete magazines which, because of the close editorial tie-up are really inseparable.)

**2** Every January first, *The Architectural Forum* issues its Annual Forecast of building construction. With an established precedent for accuracy, this Forecast has become of great value to manufacturers and merchandisers of building and decorative materials, their advertising agencies, public officials both national and local, financial interests, statistical organizations, and the like.

**3** Every third month *The Architectural Forum* appears as a Reference Number, each a complete treatise on a single type of building. Thus the architect is supplied with a self-perpetuating reference library of great value. Editorial content of the regular issue is based on the known interest in specific types of buildings in relation to the general building activity as established by the Forecast.

**4** Based on this Forecast, the selected circulation of *The Architectural Forum* is achieved. (The editorial content of the magazine is also vamped to parallel it.) This insures manufacturers that their advertising in *The Architectural Forum* reaches a circulation that is actively engaged with immediate construction.

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# HEATING AND VENTILATING

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.



FOR 26 years devoted exclusively to serving every branch of the heating, ventilating and air conditioning industry for all types of buildings. Of particular interest to engineers, heating and piping contractors and the installers of the industry's products. Consistently *Heating and Ventilating*, and its staff, contributes to the development and progress of its industry. The 1931 program prepared by the staff . . . eminently qualified by training, education and experience . . . will include three *Reference Numbers* . . . and the *Degree Day Handbook* (industrial and domestic).

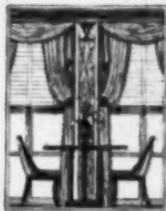
## HEATING AND VENTILATING REFERENCE NUMBERS

Every fourth month *Heating and Ventilating* will appear as a Reference Number—each a complete treatise on a particular class of building. This will bring to the heating and ventilating engineers and contractors, articles on the latest design and practice of the specialists in that field. As the list of subjects is repeated every three years, the Reference Numbers will supply the industry with a self-perpetuating reference library of incalculable value.

# GOOD FURNITURE & DECORATION

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.

## GOOD FURNITURE & DECORATION



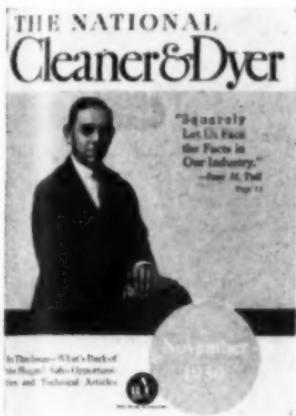
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**G**OOD FURNITURE AND DECORATION is read by decorators and dealers for guidance in matters of style, trends in the industry, as well as authoritative comment. Its editorials are exclusive and authoritative, thus creating a market for furniture, rugs, carpets, draperies, curtains, upholstery materials, tapestries, bedding, lamps, lighting fixtures, antiques, mirrors, wallpaper, radio cabinets, pottery, fireplace fixtures, furniture hardware, etc.

NATIONAL TRADE JOURNALS, INC.

# NATIONAL CLEANER AND DYER

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.



THE oldest publication devoted to the cleaning and dyeing industry, offering advertisers almost complete coverage. As an advertising medium it is the unquestioned and exclusive choice of a very large percentage of manufacturers of machinery equipment and supplies. Its circulation is confined to power plants.

# MOTOR BOAT

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.



MOTOR BOAT is published exclusively for and covers the entire motor boat industry—boat manufacturers and repair yards. To the manufacturer, whether of engines, accessories, or otherwise, who is interested in quantity sales at low sales cost, *Motor Boat* offers itself as a time proved advertising medium.

# MOTORSHIP

A PUBLICATION OF NATIONAL TRADE JOURNALS INC.

**MOTORSHIP** champions modernization in the maritime industry and the promotion of the merchant marine. Featuring the *Diesel* engine for all marine services, it appeals to the academic and practical demands of the most prominent men in the industry. It is read by Shipbuilding and operating companies; Ship's personnel; Shipbuilding & Repair Yards; Naval Architects and Engineers; Yacht, Workboat, Tug, Fishing Vessel, Ferryboat, Dredge Owners and Operators; Diesel engine manufacturers; Government Service.



# DIESEL POWER

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.

**DIESEL POWER** is exclusively devoted to the application of the Diesel engine and its auxiliary equipment for service in American industry. Its editorial staff, consisting of men having years of practical Diesel engine experience as well as an intimate contact with modern developments and progress, enables *Diesel Power* to publish industrial and technical news in a clear and effective manner. Its selected readers follow the major branches of American Industry.



# FISHING GAZETTE

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.



**EACHES** every unit of significance in the production and merchandising phases of the commercial fisheries east of the Mississippi in the most effective and economical manner possible for a trade paper. Editorially, *Fishing Gazette* has always stood as the leader, being the first to inaugurate a campaign for a complete modernization of the fishing industry. Every modern trend in the industry receives its whole hearted support.

# CANNING AGE

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.



**CANNING AGE** was the first publication in the field to produce a strictly factory publication and the second to produce a glass packing section. The circulation covers the entire industry, appealing especially to superintendents of canning plants who largely influence the purchase of machinery equipment and supplies.

# NATIONAL SPECIALTY SALESMAN

A PUBLICATION OF NATIONAL TRADE JOURNALS, INC.



THE pioneer magazine of interest to specialty salesmen, national in character, and reaching over 150,000 salesmen and women who sell primarily on a commission basis. This unusual magazine has pioneered the relationship between manufacturer and sales people and is regarded as the salesman's authority in seeking new connections.

# NATIONAL PLAN SERVICE, INC.

A PROPERTY OF THE NATIONAL TRADE JOURNALS, INC.

SERVICE established twelve years ago to supply information regarding the building supply dealer's service to prospective home owners. This service includes a comprehensive plan for distributing by the dealer to prospective home owners plan books, blue prints and direct mail pieces, and through its affiliation with the building supply organizations throughout the country has been a powerful factor in the development of small homes.

# How Big Should an Order Be?

There Is Just as Much Danger in Allowing Salesmen to Undersell As There Is in Permitting Overselling

By A. H. Deute

General Manager, The Billings & Spencer Company

"THE first three years I was in business I think I was injured more by a flock of salesmen who undersold me than salesmen who oversold me!"

A retail grocer made that peculiar statement to me. He went on to explain that he was thirty-five years old when he started his business. It was his first business venture. Up until that time, for many years, he had been an office man in a wholesale paper house. He had saved his money patiently for many years to enable him to make this start in business.

The problems arising from insufficient working capital had been impressed upon him through his experience in the office of the paper house. He had read many books on turnover and on holding inventories down. He had developed the idea of making a success as an independent grocer by giving people what they wanted, when they wanted it.

And so, conserving his working capital so that he could discount his bills and maintain his credit, he had kept in mind the cardinal virtue of his business—giving people what they asked for. In that way he would build up a loyal patronage.

His first three years were not successful. Were it not for sufficient working capital, his business life would have ended disastrously. It was well toward the end of the third year, when a district sales manager for a pickle and condiment house happened to call upon him with the firm's local salesman, that he received a real business awakening.

This district head glanced around while his salesman was getting an order and then he interrupted.

"You've got a mighty interesting problem here," he remarked. "Why not spend a couple of hours with me this evening? I think I can

give you some worth-while advice."

And that evening the district manager pointed out the following:

Seven different brands of pickles and condiments and no worth-while stock of any of them. The assortment was just a hodge-podge. It had no character. It gave the store no character. It said louder than words that this merchant had no definite ideas on merchandise. His great but inadequate variety indicated complete lack of understanding of pickles and condiments.

The evening ended with the merchant agreeing to let the district manager put his system into effect. He agreed to put on a closing-out sale of the hodge-podge of varieties, replacing the odds and ends with one strong, well-selected display of this nationally known and advertised line.

As they talked the district manager made up a tentative order for his line.

"Now, you may think, at first glance, that here is a very big outlay of money—a big stock of pickles and condiments. As a matter of fact the chances are that when we take your inventory tomorrow morning, we'll find that you are right now carrying a stock which represents twice as much money as this selection will cost you. More than likely, we'll wind up by cutting your inventory on this department squarely in two."

## A Hodge-Podge Stock

This proved to be the case. And there was nothing strange about it. Trying to please all his trade by putting into stock a little of anything that was called for had brought about not a well chosen stock of merchandise but a little of this and a little of that, winding up with no stock at all, but actually an assortment which ran into much more money than was needed to display the line properly.

Later this merchant did with his canned fruit department and many other departments in his business exactly what had been planned for him with his condiments. In short, he became a brand builder and a merchant instead of a bewildered individual handling almost everything but featuring nothing. What he had planned should be a model service emporium had been turned unconsciously into a Noah's Ark.

Sound salesmanship on the part of a man who understood the how and why of selling goods changed the entire complexion of the store and started this man on the road to making money.

J. W. Vogan, of Portland, Oreg., used to quote an illuminating instance of the importance of having enough of a given article or line to arouse selling interest.

He told of his own experience with bananas, when he was a retail grocer in a small town in Washington.

In those days in that part of the country bananas were a luxury—a fruit confection, one might say. Usually on Thursdays one bunch of bananas was received from the wholesale company in Spokane.

This particular Thursday, through an error, seven bunches arrived. Vogan immediately called up the wholesale house.

"Well, we can't get them back here now," the jobber decided. "Tell you what you do; put on a sale of bananas on Friday and Saturday, see how many you can get rid of, and next week when our man comes to call on you he'll straighten it out with you."

True to his promise, Vogan had a clerk string a stout pole between two trees in front of the store and on that pole hung the entire lot of seven bunches.

Determined to relieve the jobber from as much of the load as possible, Vogan organized his clerks and undertook a real banana drive—the first banana drive, so it is said, ever put on in the town of Tekoa, Wash.

Throughout Friday and Saturday every clerk worked hard to sell a dozen bananas to every customer. The long row of bananas

hanging in front of the store attracted attention. It was probably the first great display of such a product the people of that town had ever seen. An advertisement in the local weekly told of the big sale and the price was attractive. Many people who had in the past bought bananas only on festive occasions saw bananas in a new light and bought and ate accordingly.

Much to the pleased surprise of all, by Saturday evening so many bananas had been sold that there were no more than enough left to tide over until the next week's shipment arrived. And from then on that store featured bananas.

#### *A Quantity Business on Jelly Beans*

Out of that idea the Vogan Candy Corporation developed the plan of selling jelly beans in barrels weighing several hundred pounds instead of by the five-pound box or the forty-pound pail as had been the custom. Retail merchants found that when an entire barrel of jelly beans was well displayed in a show window, quantity business resulted.

I saw the same general plan carried out by Borden's a couple of years later, when salesmen who had been used to selling a few hundred pounds of caramels learned to sell carloads of the same confection.

Alexander Kerr used to say to his salesmen: "You don't do your customer or your house or yourself a favor when you undersell him on fruit jars. It is just as poor business to undersell a man as to oversell him. A tiny order often does more harm than good. It means that a few dollars' worth of merchandise in which the dealer cannot be interested and which he is hardly apt to take seriously drifts into his store, finds its way into an obscure corner and stays there, only to tie up money in inventory and do no good either to the merchant or to the manufacturer. In fact, many a worthwhile article has developed a bad reputation with the merchant because he was not sufficiently sold on it to make an effort to sell it."

Infinite harm has been done to



**T**HE editorial prestige of **HOUSE FURNISHING REVIEW** and its rapid growth in circulation make this publication a far reaching business influence that should not be ignored in planning your 1931 sales campaign among houseware dealers.

HOUSE FURNISHING REVIEW, through its aggressive editorial program devoted to the inter-related problems of manufacturer-wholesaler-retailer distribution, has gained a widespread circulation among buyers in every branch of the housewares trade . . . proof of which is its 80.2 per cent coverage of department stores in 38 states representing 96 per cent of the nation's retail trade volume; its 88.4 per cent coverage of hardware jobbers who handle housewares; its coverage of the majority of the housewares-hardware dealers who have separate departments and who buy direct; and its circulation among the large mail orderhouses, chain companies, and purchasing organizations.

That is why **HOUSE FURNISHING REVIEW** is the logical medium in which to advertise your products in 1931 to reach this concentrated buying power.

## HOUSE FURNISHING REVIEW

WITH WHICH IS INCORPORATED

**HOUSE FURNISHING JOURNAL  
AND HOME EQUIPMENT**

Member

A. B. C.

Member

A. B. P.

**A Simmons-Boardman Publication**

30 Church Street, New York      105 W. Adams Street, Chicago  
215 Market Street, San Francisco

many a product, especially newly introduced products, by the salesman who proved so eager to get an order that he failed properly to diagnose a dealer's requirements and then undertook to sell him that amount.

Again referring to Alexander Kerr, he used to say to his men: "Before you start to talk the quantity of the order, ascertain how many jars of all makes the dealer sold during the last year and then undertake to sell him at least that quantity of Economy Jars. Then you are making a real account. Otherwise you are merely muddying the water."

An order is one thing—a proper order is something entirely different. But few salesmen and few managers of salesmen realize the dangers which may follow the "case or two to try it out."

#### *Implied Recommendation*

One very successful sales manager said to me: "Dealers must not expect merchandise to sell itself. The merchant must be more than merely a man who hands out merchandise. The implied recommendation which results from a merchant having a sizable quantity of a certain brand of goods before the customer is powerful, though silent salesmanship."

A few days ago I dropped into a good sized retail store in a Connecticut town. A broad and splendid display of Premier food products made a brave and compelling showing. Immediately I was impressed with the display. It breathed the merchant's confidence in that line.

Customers cannot help being impressed and convinced by such a display. The merchant evidently has something to sell. He has very plainly studied the line and convinced himself that it is what he wants to sell. His very display is his best sales talk. The Premier salesman who got that merchant organized squarely behind that line knew his product. He understood retailing. And he made it his business to impress these facts upon his dealer.

It is true that in the immediate

vicinity were other stores not featuring this line—but no matter. That salesman could not get all the business in that section anyway. But what he did have was the outstanding store in that neighborhood squarely behind his line. He probably got for his house and for himself twice the volume he would have obtained had he merely tried to sell a case or two of something or other to each store.

Here at Billings & Spencer we have been having success developing business on a new line of golf clubs. But at the bottom of this sales program is the policy of preferring to get a half dozen real outlets featuring the line, rather than a hundred or more merely buying a set of clubs.

No merchant can do justice to each one of the many good lines of the products that are on the market. The most he can hope to do is to make a success of a limited number of products. But to offset his limited number of products, he must have confidence in the numbers he carries. And that confidence must usually have been engendered by the salesman in the territory—not only engendered but developed.

Overselling is fallacious. It is not good business. But everything which can be said against overselling must also be said against underselling.

Success today comes through the well-made and well-advertised product in the hands of dealers who are properly behind it.

And more than ever, it becomes the conscious duty of the salesman to see to it that his customer has the proper quantity. An understocked line on display in a store is almost always a direct indictment of the ability of the salesman in that territory and of the man whose job it is to coach, train and handle that salesman.

#### New Account for Baltimore Agency

Kolsaver, Inc., Baltimore, manufacturer of a fuel-saving device, has appointed the H. Lesseraux Advertising Agency, of that city, to direct its advertising account. Newspapers and direct mail will be used.

# What Does the Banker Say About Your---

**Company**—when prospective dealers  
ask his advice or financial help?

**Securities**—when bank customers ask  
for safe, profitable investments?

**Product**—when the average citizen  
asks his banker, "What do you think  
about a \_\_\_\_\_?"

Molding bankers' opinions is a task that  
can be accomplished at a low cost  
through The Burroughs Clearing House

# *The Burroughs Clearing House*

SECOND BOULEVARD AT BURROUGHS AVENUE, DETROIT

# Success Stories from

**nat Lewis**  
wholesale corporation

578 madison avenue  
new york

December 5, 1930

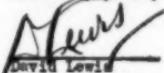
Mr. Kingland Hay  
Harper's Bazaar  
572 Madison Ave.  
New York City

Dear Mr. Hay:

I thought you would be interested in the attached letter and radiogram from Stockholm, Sweden, which I recently received. Incidentally, inquiries from Australia, South America and England, also have reached our office.

This response is indicative of the wide scope of Harper's Bazaar readers, and it is a pleasure to compliment you on your very excellent medium for the reaching of fashion-minded women everywhere.

Harper's Bazaar too, has been very successful in assisting us in the co-operation with our dealers, who are aware of its power of attraction to the products which are advertised within its pages.

Cordially yours,  
  
David Lewis

NAT LEWIS WHOLESALE CORPORATION

This interesting correspondence shows the results obtained by Nat Lewis Wholesale Corporation, advertisers of luxury products, placing the major part of their advertising campaign in Harper's Bazaar.

# HARPER'S B

# From Important Advertisers

IVAN SKODOM  
Stockholm  
Stockholm  
17, 1930  
1930

Nat Lewis  
Baldwin Avenue 578  
New York  
U. S. A.

Dear Sirs,

We herewith enclose check for \$100. 40.-  
asking you to send us as sample the 10 purses illustrated  
in the Harper's Bazaar, Oct. issue.

At the same time please send illustrations  
of other purses with description also best prices & con-  
ditions.

Please ship by registered mail insured.

As we believe there must be a considerable  
discount on prices noted we will ask you to credit us for  
what is sent to match to be deducted with further orders.

Prompt attention will oblige

Yours very truly,  
NAT LEWIS

Box  
Clayton.



RECEIVED AT 64 BROAD STREET, NEW YORK, AT STANDARD TIME

CLF 130

BFSAG SW666  
STOCKHOLM 22 20 1615  
M.LT NAT LEWIS 578 MADISON AVENUE NY  
SEND ALSO PURSES ADVERTISED HARPER, SEPTEMBER, NOVEMBER,  
FIFTY DOLLARS SENT TODAY WHY NO CATALOGUE CONFORME  
SVANSKODOM

TELEGRAM - HARPER 1931. To insure postage when an envelope, this original RADIOGRAM should be forwarded to the office of R. C. A. COMMUNICATIONS, Inc. To telephone receiver send the number preceding the name of office.

results Nat Lewis Wholesale Corporation have found that  
they attract as outlets the best stores whose smart  
customers become acquainted with Nat Lewis  
products through advertising in Harper's Bazaar.

# 'S BAZAAR



## 1930 a depression year?—not for Cocomalt!

THE new Cocomalt campaign has deftly struck a responsive note in the hearts of the mothers of America. And once again highly dramatic copy, handled with simplicity and showmanship—based on a real understanding of people—has proved its case.

Despite the general business recession, sales on Cocomalt are going steadily ahead—although the food-specialty industry as a whole has been reported as

being nearly 20% off at present.

Other clients of Ruthrauff & Ryan have enjoyed similarly gratifying gains in 1930. . . One client in the drug field has experienced an increase of 35% although conditions have been notoriously unfavorable. . . And another client-organization has had to increase its personnel almost 50% to take care of additional business.

Despite the pessimists, it really isn't raining *everywhere!*

**Ruthrauff & Ryan, Inc.**  
*Advertising*

New York: 132 West 31st Street  
Chicago: 360 No. Michigan Ave. • St. Louis: Arcade Bldg.

# Dealers Capitalize This Mail Campaign All Year Round

How Atwater Kent Stirs Dealers to Action by Means of a Portfolio, Sent Out in Three Sections

A DIRECT-MAIL campaign that creates immediate sales for the dealer and develops live prospects for him to follow up the rest of the year is hard to find. Here is one that (1) sold a product to seventy-three of 125 consumer names for one dealer, to twenty-seven of 150 prospects for another, twenty of 100 for a third; which (2) in 1929 went to a total of 705,000 carefully selected consumers with general results similar to those quoted and which (3) in 1930 is being used by 18,660 dealers and distributors in the United States, Canada and foreign countries.

Of particular note is the fact that the 1930 campaign of four mailings costs the dealer 23 cents per name. In addition, this campaign carries a follow-up that gives distributors' salesmen an unusually strong selling point when contacting their accounts.

According to P. A. Ware, sales promotion manager of the Atwater Kent Manufacturing Company, the 1929 consumer mail campaign, though eminently successful, pointed the way to several major improvements for the current campaign. A brief outline of last year's effort will, therefore, sharpen the outstanding features of this year's campaign.

To some 20,000 dealers there went in 1929 a portfolio telling of six mailing pieces that the radio merchant might buy, imprinted, addressed and stamped for him to drop in the mail, each piece going to him at the proper time for delivery to consumers, so as to arouse interest in his merchandise at the Christmas selling season. This portfolio told the dealer how to select his names for best results, how to order the mailings, how to follow up prospects immediately and how to develop live leads coming in from the campaign. The campaign had two advantages.

First, it required no work on the part of the dealer and, second, it was sure to reach the consumer because addressing and stamping were handled for him.

There was one disadvantage in this portfolio presentation, however. Reaching the dealer early in the season, although it would arouse his interest and although distributors' men would plug it consistently, the portfolio might be forgotten or lost in the stress of December merchandising. Also, the 1929 method of keeping distributors' men behind the campaign, was to send them only a small tickler broadside.

## Two Major Changes

This year, to point up the portfolio and the work of the distributors' men who sell the dealer organization, the company made two major changes. The first was to divide the portfolio into three sections, sent out at specified intervals. The second was to build a promotion plan for the distributors' men that showed them how best to emphasize the mail campaign on every visit to their accounts.

On August 2 the first part of the portfolio went out to the trade. It was a four-page broadside, with a background formed by a photograph of a good-sized city and its environs. "Where are you going to sell radio this year?" it asked on the outside cover. Inside, the company answered the question by saying that prospects are everywhere in the community, waiting to be made customers by the "One-Call Campaign" outlined in the broadside.

Calling this a "one-call campaign" was to impress the dealer with its effectiveness in paving the way to prospects so well that he need pay the prospect but a single visit to develop a sale.

Down the left-hand border of

the broadside's inside pages were testimonial letters from a Pennsylvania dealer who had sent the 1929 campaign to fifty names and sold sixteen sets, from a California merchant who had sold twenty-one from mailings to 150 names and from other retailers who had obtained comparable results. Down the right-hand border were given five ways to select names for lists. The center panel stressed that this was the time and these were the ways to build up a selective list of community prospects which the consumer mail campaign later would turn largely into customers.

On August 26 the second part of the portfolio went out. This was a larger broadside carrying the actual mailing pieces that made up the consumer campaign. "One Call" was featured. With a drawing of a postman, went copy saying: "Four times this man takes your message directly into the home. In this plan the mailman—a welcome visitor to every home—delivers messages that create interest, stimulate desire, pave the way for personal selling. Let him help you sell more radios. And you make the one call that closes the sale."

Inside was carried a general sales story ending with, "The one-call campaign is offered to you by your distributor to help you increase your sales in your community. All the facts, all the details of this sales-producing, profit-making campaign, are obtainable from him. Phone him—see him—write him today." And as a wedge for the distributors' salesman, when he made his first contact with the dealer in connection with the campaign, was this paragraph: "Here's a new feature in this year's campaign. The name of every prospect will be placed on a file card and delivered to you with the first mailing—a simple follow-up system that makes it easy for you to keep in touch with every prospect and check results." The full importance of this feature will become evident later in the story.

Enclosed with this second broadside was an order blank for the four consumer mailing pieces at 23

cents a name with everything done for the dealer, or at 15 cents a name for the set without addressing and stamping.

The third broadside—corresponding to the final section of the previous year's portfolio—went to the dealer November 1 after the second of the consumer folders had gone to his prospect list. This final broadside told how to cash in on the one-call campaign, stressed the necessity of follow-up and showed how to make the personal contacts which turn prospects into buyers. It proved its point by further testimonials from successful dealers who told how many prospects they selected and how many they sold by following the proposed follow-up plan.

The three broadsides to the dealer in this way brought to him a complete portfolio in easily digested sections. And instead of arriving as a unit early in the year and being overlooked under pressure of later business, as separate sections they made their separate points forcefully at the opportune moment.

The operating plan for distributors' salesmen went to 1,400 salesmen of the company's eighty-three distributors. It began with the company's annual convention at the start of the new season and continued in the form of direct mail to distributors and their salesmen at the men's homes. The material gave a general picture of the proposed campaign to dealer and consumer as well as an idea of costs. A sixteen-page manual then outlined the salesman's best means of merchandising the campaign to his trade, and at frequent intervals letters kept the men aware of its progress in their territory.

Early pages put at the man's finger-tips the ammunition to convince each dealer that it would pay him to use the proved, systematic method of turning prospects into buyers—the one-call campaign which causes the dealer to select prospects carefully and which precedes his selling call with compelling mailings to these selected prospects.

Each broadside to the dealer was



*From Seconds to Centuries!* Time presses in the pressroom nowadays—speed is the rule in the ruling plant. Where seconds count, STONEWALL is a much favored ledger sheet. Its uniform texture saves time and serves speed.

In use, too, it is a time saver. Its smooth surface invites instant writing. Erasure is a matter of seconds. In every fiber, STONEWALL LEDGER is designed to save valuable time in handling. Yet its texture is such as to preserve — for centuries if necessary — the facts or figures entrusted to it.

Made in buff, blue and white, in a wide selection of sizes and weights.

## Stonewall Ledger

*"Note the Tear and Wear as well as the Test"*

**NEENAH**  
PAPER COMPANY  
*Neenah, Wisconsin*

SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the  Neenah

GLACIER BOND  
STONEWALL LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



timed to visits of the distributors' salesman, and each of these visits was preceded by letters to the salesman which gave in detail the highlights of the selling campaign so that he could keep his dealers up to the mark in their efforts. From stressing the importance of helping dealers pick prospects carefully so as to insure a large proportion of sales which will reflect in commissions to the salesman who spends ample time on this part of the plan, these letters went on to keep the salesman alert to the follow-up system which is of paramount importance to the success of the entire campaign.

This follow-up system for the dealer to build live prospects is simplicity itself. It starts with receipt of the dealer's list of names for the first consumer mailings. On sending back to the dealer the initial mailing for him to drop in the letter box, there goes also a Prospect Sales Card for each name on the mailing list. These cards form a complete record and follow-up guide for each prospect, enabling the dealer to keep intimate tabs on each of his leads intelligently and to close the sale in the quickest and most effective manner. These cards are the only material—aside from the prospect list blanks—that the dealer needs to operate the entire campaign.

Using these individual prospect cards as the center of each visit, the distributor's salesman, on his every-other-week call, checks up to see that the proper mailing has been made on schedule to the prospect and what return, if any, has come. Whether or not the dealer has done all he can to make a customer of the prospect, the salesman is able, through these cards, to offer specific suggestions to the dealer instead of talking generalities as part of his visit.

Because these cards carry space for checking work done on the prospect not only during the time of the mail campaign but during every other month in the year, they accordingly form the basis of a permanent file. The importance of this the company realizes, and to capitalize for itself, for

its distributors and for its distributors' salesmen the initial effort to build up this group of selected names, the company at the end of the four consumer mailings will send out a dealer bulletin showing how to continue effective follow-up of names on these cards. Similar bulletins will continue to go not only to dealers but to the distributing organization at intervals throughout the year so that the file built up primarily for the 1930 selling season will form the groundwork of a permanent file of prospects that can be capitalized the year around. From this nucleus of good prospective customers, the company points out, the dealer can develop continuous future business.

Last year the company sold 705,000 sets of its consumer campaign. This year the estimate is for 1,000,000 consumer names as a result of (1) extra effort to break down the dealer portfolio into three impressive sections arriving at the opportune moment to stimulate the dealer, as a result (2) of the effort to help the dealer to build up a prospect group on which he can work all year, and as a result (3) of getting salesmen, through frequent follow-up letters, to appreciate that their energy behind the campaign will be reflected in their commission checks later.

### Cecil Partridge Account to Frohman

The Louis H. Frohman Advertising Agency, New York, has been appointed to direct the advertising account of an American subsidiary which has been organized by Cecil Partridge, London, England, dealer in antiques. This subsidiary, with offices at New York, will sell at retail and also to other dealers and decorators. Class magazines and direct mail will be used.

### Margarine Account to Leichter Agency

The Standard Nut Margarine Company, Los Angeles, has appointed the Leichter Company, advertising agency of that city, to direct its advertising account. This appointment is effective January 1.

Natt Barr has joined the Leichter agency, as director of publicity. James Fessenden has joined the staff as contact man.

# America is a great continent reaching almost from the North Pole to the South Pole

There are 23 nations on this continent.

**18 speak and read Spanish.**

**2 speak and read English.**

**1 speaks and reads Portuguese.**

**1 speaks and reads French.**

**1 colony of the United States in the Caribbean speaks Spanish.**

**80,000 New York people were born in these Spanish-speaking countries.**

**40,000 to 50,000 people come to New York as transients every year from these Spanish-speaking countries.**

**12,000,000 letters a year is an ultra conservative estimate of the mail written by these people to their families and friends in these Spanish-speaking countries.**

**Is it worth your while to sell to a clientele that will not only consume your products as any other, but that will spread your merchandise all over the continent on which you yourself live?**

**The only daily newspaper published in this great American city of New York, for this group of people that hail from this immense territory that occupies two-thirds of the American continent is**

## **LA PRENSA OF NEW YORK**

**245 CANAL STREET**



**D**URING the past four years Household has shown the largest percentage gain in advertising among all general women's magazines—it has also shown a gain *every* year for four years.



**In 1930 Household had a 10% gain in pages and a 16% gain in revenue.**



**That's a real record for this year.**



**The January 1931 issue just closed has a 20% advertising gain. Linage now on hand assures that the February issue will be the largest Household ever printed. Orders now in for 1931 from the new advertisers total \$300,000 and—more to come.**

# *The* **HOUSEHOLD** **MAGAZINE**

A CAPPER PUBLICATION • ARTHUR CAPPER • PUBLISHER

New York  
Cleveland

Chicago  
Topeka

San Francisco  
Kansas City

Detroit  
St. Louis

# Why 3,027?

3,027 represents the number of advertising agency subscribers to Printers' Ink. Further it represents the *largest number of paid agency mail subscriptions in the history of Printers' Ink.*\*

## Why 3,027?

The answer is simple. These readers realize the important fact that an agency's problems are, after all, just the problems of its clients. They realize that while copy, art, typography and other matters of technical practice are important, there are other subjects, such as how manufacturers are weathering the depression, opening new markets, new uses, marketing problems, chain stores, P. M.'s, private labels, and dozens of others that are just as important.

The 3,027 subscribe to Printers' Ink because in its pages they find thorough discussions of the important things that are happening in the whole broad field of marketing. By understanding these things our 3,027 agency subscribers are in a better position to give their clients the type of service that the modern advertiser has come to expect from the modern advertising agency.

Because of this intensive coverage of the agency field, publishers use Printers' Ink as their backbone medium for reaching the agency men who influence the selection of mediums.

\*In addition the A. B. C. report for June 30, 1930, shows 1,231 subscriptions from personal service agencies, research men, artists, etc. Also 2,172 copies sold on newsstands many of which are bought by agency men.

The average paid circulation for this period was 23,601—the largest in the history of the publication.

# The Trend of Circular Letters

An Analysis of 166 Letters That May Help You to Improve Yours

By Edwin J. Heimer

General Sales Manager, Barrett-Cravens Company

JUST had a lot of fun collecting and then carefully analyzing 166 circular letters. It occurred to me that something interesting might be gathered in saving all of the circular letters that came to my desk over a two-week period. There is no better way to determine what your circular letters should be in order successfully to compete with those of other companies for the attention of the prospects you are endeavoring to interest.

In the brief space of twelve working days, 166 circular letters were addressed to our company. Naturally, there was considerable advertising of other forms which was not saved, inasmuch as letters were the object of my interest. Believe it or not, the following classes of merchandise were offered—in as many letters as are indicated:

	<i>Number of Pages</i>
Signs	3
Schools	1
Insurance	1
Motors	1
Foundries	5
Office Supplies	4
Teaming Contractors	2
Mechanical Rubber	1
Employment Agency	2
Freight Forwarder	1
Printers	14
Machinery	33
Publishers	25
Contractors	2
Radio	2
Advertising Agencies	13
Bond Houses	12
Lumber	5
Factory Clocks	1
Sales Councillors	3
Accountants	2
Chamber of Commerce	4
Shop Equipment	3
Expositions	1
Window Cleaning	1
Banks	5
Engineers	4
Coal	1
O.I.	2
Wiping Cloths	1
Paper Mills	1

There you have thirty-one different and rather distinct industries. Notice please, if you happen

to sell drill presses, that your competition is not merely confined to your own products. Instead, you have to match wits and ability with securities, teaming contractors, coal brokers and window cleaners.

One of the things that surprised me more than anything else is the aggressiveness displayed by the publishers. No less than twenty-five of the 166 letters received came from this one source. This is certainly a commendable example of using their own medicine to obtain the desired results. Second to the publishers we have the printers and a close third is claimed by the advertising agencies. Considerably more can be said about the above break-down, but there are many more things of far more importance—so let us dive right into an actual analysis of the letters proper.

## Cable Addresses and Telephone Numbers

Of the total 166 letters, only fifteen were four-page affairs, while 151 were the usual accepted single sheet letterhead—properly termed the "two-pager."

## Quite true, many concerns conduct merely a domestic business and hence have no need of a cable address. Other concerns doing a world-wide business have a special letterhead for foreign correspondence. Hence, it is not startling to notice that out of 166 letters only twenty carried a cable address.

More important to me than a cable address is the telephone number. Did you ever decide to call a party up after reading his letter only to find that the telephone number is not on the letterhead? It is a waste of time and a bother to have to ask your girl to look

*For pleasure and convenience,*  
these household articles to the

*Articles*

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Phone

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*Figures from Starch survey.*

L a r g e s t S i n g l e C o p y S a

ence,  
the

## Liberty families have bought the following impressive extent:

Articles	Per Cent of Ownership	Liberty Families Ownning Appliances	Per Cent of Ownership for United States (excluding farmers)
Electric Iron	84.9	2,039,064	79
Radio	57.6	1,383,393	46
Battery 10.7			
Electric 46.9			
Electric Vacuum Cleaner	50.3	1,208,067	37
Electric Washer	34.4	826,193	29
Electric Fan	23.8	571,610	*
Electric Refrigerator	15.3	367,464	8
Oil Burner	2.0	48,034	*
Phonograph	43.0	1,032,741	*

\*Not available

Liberty's market of 2,400,000 families—nearly six million men and women readers—buy everything that helps to make a home. The manufacturer reaches them through Liberty at the lowest advertising cost in the field of major magazines.

**Liberty**  
A Weekly for Everybody

220 E. 42nd Street, New York

Chicago: Tribune Tower  
Boston: 10 High Street

Detroit: General Motors Bldg.  
San Francisco: 820 Kohl Bldg.

Survey. **Buy Sale of any Magazine.**

up a phone number and why more concerns do not include their telephone numbers on their letterhead is beyond me. Out of 166 letterheads fifty-nine had the telephone number and 107 did not.

#### *Paper Stock and the Color*

White paper was used by 152 concerns and fourteen others used blue, cream, orange and brown. Bond stock was used by 117, enamel stock by seventeen and sulphite by thirty-two. Our company finds sulphite ideal for circular letter work and certainly less costly.

#### *How Many Colors on Your Letterhead?*

One color, black letterheads continue to dominate. A total of 104 letterheads were printed in black, fifty-eight were printed in two colors and four in three or more colors. Personally, I think an additional color or two enhances the letterhead and is well worth the small additional cost.

#### *What Process Shall I Use?*

Many of us have often asked ourselves whether our letterheads shall be printed, lithographed or engraved. This survey indicates that the printed letterheads are the ruling favorites. Of the 166 letters, 106 were printed, forty-three lithographed and seventeen engraved.

#### *Ornaments and Product Pictures*

No less than sixty-nine of the 166 letterheads had a decorative ornament on top of their letterhead. Only seventeen had illustrations of their products. I feel that your letterhead should carry your trade-mark and if you are willing to sacrifice a little dignity, a picture or two of your products can be included without taking up too much space.

#### *An Old Practice Still in Force*

You all remember some years back when no letterhead properly reflected the exalted position of the company unless an imposing presentation of the officers' names was provided for somewhere near the top of the letterhead. This

practice still prevails among some concerns. Strangely enough, those concerns carrying the names of the officers were either very small or letterheads of a Chamber of Commerce, club or exposition committee. In the latter three instances, it is quite obvious why a list of officers is used—prestige being the object. But why a corporation continues this practice is hard to say. Likewise, why they should discontinue the practice is equally hard to say. That the practice is passing into discard is shown by the fact that only forty-nine letterheads carried the officers' names, while 117 did not.

#### *Branch and Local Addresses*

Eighteen concerns list their branch offices on their letterheads while 148 do not. Think of it—thirty left their general office address off and 136 were thoughtful enough to put it on.

Thirty-seven letterheads carried a descriptive line at the extreme bottom of the letterhead while 129 did not.

\* \* \*

So much for the mechanics of the letterhead. Now let us dig into the message—that portion intended to attract your attention and stimulate you to action.

#### *The Salutation*

It is a time-old habit to start off every letter with a salutation of some sort or another. Yet thirty-four letters carried none. The remaining 132 had salutations which varied as follows: Thirty of them were two-line—for example:

Barrett-Cravens Company  
Chicago, Illinois

Sixty-five were three-line and on this order:

Barrett-Cravens Company  
3250 West Thirtieth Street,  
Chicago, Illinois.

Thirty-seven carried a four-line salutation, usually on this order:

E. J. Heimer,  
Barrett-Cravens Company  
3250 West 30th Street,  
Chicago, Illinois

Next we will go into the various treatments accorded these saluta-

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The Members of the Staff  
of  
The Z. L. Potter Company

announce their purchase of the business  
from its former owner, Z. L. Potter, and  
its re-constitution, effective at once, as

*Barlow, Feeley & Richmond*  
INCORPORATED

THE principal owners of the company, who also  
form the board of directors, are: E. S. Barlow,  
president; A. J. Schied, vice-president and treasurer;  
Robert S. Feeley, vice-president in charge of art;  
Ralph Richmond, vice-president in charge of copy,  
and Adlai S. Hardin, vice-president and manager,  
New York Office. Except for the withdrawal of Z. L.  
Potter, the policies, personnel and service of the  
company remain unchanged.

*Barlow, Feeley & Richmond*  
INCORPORATED

ADVERTISING

Syracuse Building      580 Fifth Avenue  
Syracuse, N. Y.      New York, N. Y.

SERVING THESE CLIENTS

Asphalt Products Company	Syracuse	Goulds Pumps, Inc.	Seneca Falls
Associated Laundries	Syracuse	Hall & McChesney, Inc.	Syracuse
Bennett Lumber Company	North Tonawanda	The Horrocks Desk Co.	Herkimer
Jacques Bodart, Inc.	New York	Kane & Roach	Syracuse
The Borden Company	New York	The Lamson Company	Syracuse
(None Such Meats, Klim, Poudered Lemon Juice, Latic Acid Milk, Protein Milk, Dryo, Brodac, Parac, Starla, Tulip Brand Eggs)		The Manlius School	Manlius
Borart Corporation	New York	Mohawk Carpet Mills Amsterdam	New York
C. C. Bradley & Son, Inc.	Syracuse	N. Y. State Guernsey Breeders	Syracuse
Brewer-Titchener Corporation	Cortland	Onondaga Pottery Company	Syracuse
Carthage Machine Company	Carthage	Permaflex Fabrics Company	New York
Dent Furniture Corporation		Robinson-Pynon Shoe Co.	Auburn
(Elgin A. Simonds) . . . Syracuse and New York		San-Equip, Inc.	Syracuse
Forrest Seed Company	Cortland	The Shaughnessy Co.	Watertown
		Shoe Form Company, Inc.	Auburn
		Taylor Chair Co.	Bedford, O.
		Will and Baumer Candle Co., Inc.	Syracuse and New York

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# THE OLD-TIMER'S PROBLEM

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The best time to catch the average consumer is in his or her early twenties. The old-timer's one best chance to show his understanding of youth is in his advertising.

The old-timer faces an everlasting problem to keep freshness in his advertising messages.

■ We are always glad to talk with any advertiser who feels that his advertising technique may be turning stale.

The more experience he has had with advertising, the more likely he is to want to see us again. At

least that has been our experience in building up our present clientele.

Most of our clients are leaders in their fields—having sales up to \$200,000,000 yearly. They seem to think our services admirably fitted to a leader's needs. They are gun-shy of short cuts, oracles and copy or art styles which are offered as cure-alls. They like our lack of a hard-and-fast formula because it enables us to keep their products youthful in the eyes of the public.

■ You can't know much about us, or we much about you, until we've had a talk. The future of both of us might be pleasantly affected by it.

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## THE BLACKMAN CO.

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*Advertising*, 122 East 42nd St., New York, N. Y.  
Magazine, Newspaper, Outdoor, Street Car, Radio

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# Why

## The American Restaurant Magazine

### Leads All Publications in its Field

It is the oldest national restaurant magazine—founded in 1919. Since its inception, it has led in

Advertising lineage—more than the second and third publications combined.

Number of advertisers.

Number of advertisers using only one publication in the restaurant field.

Size of circulation.

Every year—including 1930—its advertising revenue has increased. Under the able guidance of one publisher and editor, it has maintained a constructive editorial policy of rendering real service to the restaurant industry.

And every member of its organization has concentrated on the objective of publishing a magazine that is a credit to the restaurant industry.

*The* AMERICAN  
RESTAURANT  
MAGAZINE

Patterson Publishing Company  
5 South Wabash Avenue, Chicago, Ill.

---

tions. Remember, I said 132 letters carried a salutation. Of these 132, only seventeen had printed in salutations — that is, salutations printed in at the time the body of the letter was printed. They were of the general type, usually only two lines and naturally, not personalized. Most of them ran like this:

To the Man in  
Charge of Advertising

The remaining 115 were filled in. Some fill-ins being excellent, others just fair and some simply awful. It is pleasing, however, to note that filled-in letters have received more attention in the last year or so and, as a consequence, the quality in general has advanced materially.

#### *Subjects and Paragraphs*

Some say we must not indent paragraphs while others say it is the only proper way. Our survey shows that 107 indent and fifty-nine do not. Likewise, there are those that advocate a subject for every letter and, occasionally, subjects for each paragraph. Twenty-six letters carried a general subject and 140 did not. Only six carried sub-heads or sub-subjects, while 160 did not.

#### *The Greeting*

At least fifty-one of them do not believe in greeting you at all. We are addressed as "Gentlemen" by sixty-one; while seventeen say "Dear Sir" and thirty-seven say "Dear Mr. Heimer."

#### *Color of Ink*

One hundred and fifty-eight were handled with black ink while eight used blue ink. The predominance of black leads me to feel that someone is going to steal a march on all of us by coming out with a nice tan letterhead neatly handled with brown ink—or some other such combination.

#### *The Close*

What do you say in closing a letter? Many of us have pet phrases. For years I have used the commonest of the common, "Very truly yours." I use it because I thought most folks did—

but they don't. Read this:

Yours very truly .....	62
Very truly yours .....	41
Sincerely .....	7
Cordially .....	3
Cordially yours .....	12
Yours truly .....	5
Faithfully .....	1
Servicably yours .....	3
Very sincerely yours .....	5
Faithfully yours .....	1
Yours sincerely .....	3
Yours for service .....	1
Respectfully yours .....	2
Yours for more and better baking .....	1
Yours for proved results .....	1

There you have sixteen different closes—take your pick, but in doing so, notice please, the word "YOURS" is used in thirteen of them. Why?

#### *The Signature*

Who writes all of these letters—and how do they find time to sign so many, or don't they sign them? Right here is the answer as to who writes them:

President .....	17
Vice-President .....	17
Manager .....	17
Sales Manager .....	12
Advertising Manager .....	7
Manager of Mail Sales .....	7
Secretary .....	5
Sales Department .....	3
Publisher .....	3
Treasurer .....	2
Director .....	1
Service Department .....	1
Engineer .....	1
Superintendent .....	1

Of course, some of the letters carried no signature—or if they had a signature, the signer had no title. In fact, ninety-seven carried titles and sixty-nine did not. Those signed accomplished the results in this manner:

Hand signed .....	76
Signature printed .....	66

That makes 142 letters that carried signatures. Twenty-four letters did not and believe me they looked rather naked.

#### *Postscripts*

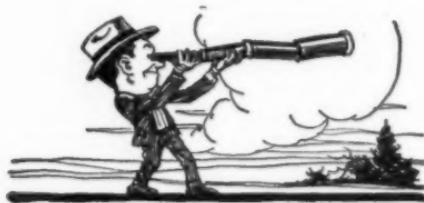
Do you believe in them? I use them occasionally—when I have something that can be best said as an after-thought. I do this because I think they help to personalize a letter. Well, sir, only twenty of the 166 used the postscript.

You may ask, "What do I learn

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## THE BANKER IS IN YOUR PICTURE!

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# Look at These Facts and These Figures!

There is a triple value in the circulation of the Journal. Bankers spend more than \$200,000,000 each year on their own institutions. Bank officers are directors or directing heads of 50,000 major businesses. Bank officers and bank directors represent an investment group with unequalled individual and company purchasing power.

\* \* \*

During the last three years the Journal's net paid cir-

\* \* \*



culation has grown to over 38,000. In addition to a complete coverage of the 19,000 member banks of the American Bankers Association the Journal is now subscribed to by over 18,000 bank directors and business leaders, many of whom receive copies at their home address.

\* \* \*

It is one thing to boast of a steadily growing circulation and quite another thing to estimate "reader interest". The Journal may rightfully lay claim to both, for its subscription renewals average better than 87% with an average of better than five readers per copy among the 19,000 bank subscriptions — the reader audience of the Journal is well over 100,000.

\* \* \*

"Banker Influence" is felt in every phase of merchan-

dising and selling—in every industrial undertaking of importance. Right now you should be telling to the Journal's readers the story of your company, its policies and its product. Many national advertisers have looked at these facts and these figures and decided to use the Journal in 1931. Let us tell you more of the story—and of course, a copy of the Journal upon request.

\* \* \*

Alden B. Baxter, Adv. Mgr.  
J. Howard Snow  
New York, N. Y.

Charles H. Ravell,  
332 South La Salle St.,  
Chicago, Ill.

Cupit & Birch,  
Kohl Building,  
San Francisco, Cal.

846 So. Broadway,  
Los Angeles, Cal.

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**THE BANKER IS IN YOUR PICTURE!**

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## Our Gift to You for 1931

Each month a *Journal* filled with the finest editorial content covering authoritatively banking, business and economic subjects . . . editorial content that has developed an unusual degree of reader interest and a growing circulation among the most important group in business today—the Bankers . . . At a cost of only \$3,000 you may talk to approximately 100,000 Bank Officers and Bank Directors for twelve months in full page space through this, the Bankers own publication.

—♦— The Journal is a member of the —♦—  
Audit Bureau of Circulations —♦—

\* \* \*

**AMERICAN BANKERS**  
*Association*  
**JOURNAL**  
110 E. 42nd STREET NEW YORK CITY  
EDITED BY JAMES E. CLARK

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from all of this?" First of all, pick up your letterhead and check the street address, the telephone number and those things we went over in the fore part of this discussion. If you are undecided as to whether you should incorporate this or that in your letterhead, let the results of this survey aid you in reaching a decision.

Next, consider the make-up of your circular letters. Are you doing as most of them were who came in this survey or are you doing as the minority did? The majority are usually right—and if you haven't been one of them, why not deviate from your standard fixed policy and try that "something new?" You may increase your direct-mail returns.

I am particularly impressed with the generally improved quality of all form letters. To be sure, there still are some that are definitely a waste of paper, ink and postage. However, as a general rule, most circular letters today are mechanically acceptable.

Out of the 166 letters, I estimated that 132 of the letters were very acceptable. Of the 132 I would say eighty-one were good—very good. The remaining fifty-one were fair and by fair I mean passable. In the poor column we have thirty-four—some of these were on the border line—a little detail here or there would have put them up a grade. Just a few were horrible. A most interesting four evenings and one Saturday afternoon were put in on this survey—and I feel amply rewarded, because I discovered other little things of particular interest to me which are certain to better my work.

#### F. N. Pruyn with "Vanity Fair"

Francis N. Pruyn, formerly advertising manager of the *Scientific American*, New York, has joined the sales staff of *Vanity Fair*, at that city.

#### Joins McConnell & Ferguson

J. MacDougall, formerly editor of the *Goblin*, Montreal, has joined the Toronto office of McConnell & Ferguson, Ltd., advertising agency, as an account executive.

#### A. S. Roberts with Nelson, Duncan & Harlow

Arthur S. Roberts has joined the staff of Nelson, Duncan & Harlow, Inc., Boston advertising agency, as an account executive and merchandising counselor. He was at one time editor-in-chief of sales publications and assistant to the publicity director of the Curtis Publishing Company. Later he was a senior manager in the advertising department of Lever Bros., Ltd., with headquarters in London.

Mr. Roberts also has been with the *New York Evening Journal* as national promotion manager. More recently he was with the Rodney E. Boone Organization.

Ruth Dunning has also joined the staff of Nelson, Duncan & Harlow.

#### C. M. Bunnell Joins with C. A. Davids in New Business

C. M. Bunnell and Charles A. Davids have formed the corporation of Charles A. Davids, Inc., with headquarters at 2 East 23rd Street, New York, to produce and sell lithographed metal advertising displays and merchandising cabinets. Mr. Davids is president and Mr. Bunnell, vice-president, of the new company.

Mr. Bunnell was formerly vice-president in charge of sales of the Armstrong Electric & Manufacturing Corporation, Huntington, W. Va., and before that was general sales manager of the Pyrene Manufacturing Company, Newark, N. J.

#### B. L. Marble Chair Appoints Seaver Brinkman

The B. L. Marble Chair Company, Bedford, Ohio, has appointed the Seaver Brinkman Company, Cleveland advertising agency, to direct its advertising account. Business papers and direct mail will be used.

#### Baume Bengue to Charles C. Green Agency

Thomas Leeming & Company, New York, have appointed the office at that city of the Charles C. Green Advertising Agency, Inc., to direct the advertising of Baume Bengue.

#### S. H. Chambers Joins Redfield-Coupe

Stanley H. Chambers, formerly vice-president of Alfred Wallerstein, Inc., has become associated with Redfield-Coupe, Inc., New York advertising agency as vice-president and director of Service.

#### Browning, King Appoints Boyle Agency

Browning, King & Company, New York, men's clothing, have appointed John D. Boyle, Inc., advertising agency of that city, to direct their advertising account.

*Reprint from New York World, September 15th, 1930*

## BETTER BUSINESS BUREAU CRITICIZED GENERAL SYSTEM OPPOSED

### Report Attacks Methods of Paid Managers

The New York Better Business Bureau is severely criticized and the statement made that there is "no mechanism designed to project ideals or elevate standards" in the Better Business Bureau system as a whole, in the first report to the Bronx Chamber of Commerce and the Manhattan Chamber of Commerce, made public yesterday by a committee named jointly by those two organizations to investigate Better Business Bureaus in general and the New York bureau in particular.

The New York bureau, the report finds, "appears to have been organized solely by the initiative of its general manager."

"Some fifty better business bureaus now exist in as many cities," the report says, "each cunningly organized in corporate form with individual liability limited, membership obscured, responsibility to any civic body entirely lacking, processes quite covert and latitude of activities undefined. A better business bureau seems to rest altogether upon rights purely assumed and powers entirely self-asserted.

The Better Business Bureau system in general is attacked chiefly on the grounds of its method of operating, which, the report says, is "to strike not with the methods of the crusader but with the weapons of the clan."

"The contrary impression is given," the report asserts, "by the names of the officers and directors that grace the printed matter of the bureau. These individuals are exemplars of business ethics and personal integrity, and constitute both the bureau's foil against suspicion and its vestment of leadership. But there is no leadership in a bureau by its front. There is only prodding from the rear, and this prodding is executed not by its sponsors but by its mercenaries.

"There can be no denying that the public impression of fraudulent practices in business has been intensified by the activities of the Better Business Bureaus," whose managers, having no financial interest in business, are little concerned with the general good will that business might enjoy and that they might destroy, but have an eye single to preserving the fear of their sting and the demand for their opiates."

*For further information communicate with*

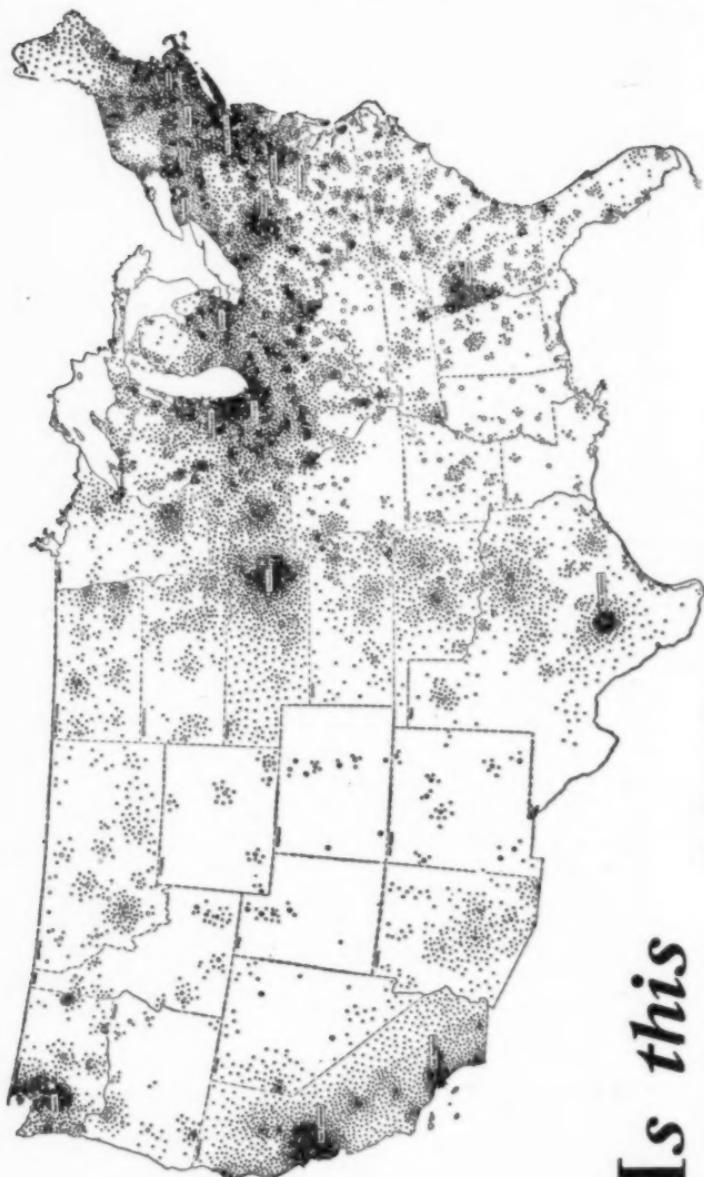
## THE BRONX CHAMBER OF COMMERCE

### Offices

CONCOURSE PLAZA HOTEL BUILDING  
900 GRAND CONCOURSE

NEW YORK

Telephone: Jerome 1090



Is this  
NATIONAL MAGAZINE coverage?

# NATIONAL MAGAZINE coverage?

**B**ECAUSE of the fact that The American Weekly is distributed through the medium of seventeen great metropolitan newspapers, the question is frequently asked, "Does The American Weekly actually give national magazine coverage?"

That's a fair question and we shall do our best to answer it fairly.

Study the outline map at the top of this page and you will get some idea of the coverage an advertiser buys through the use of The American Weekly.

Each black dot on this map represents 100 families who regularly read The American Weekly.

The sum total of these dots represents nearly 6,000,000 families in forty-eight states who buy this great magazine every week.

A further analysis of these

dots reveals that 86.7% of The American Weekly circulation is concentrated in the twenty-five states that return 83.2% of all income tax statements.

The next largest magazine competitor has less than 81% of its circulation in these twenty-five states—which means less than half the circulation of The American Weekly in these vital states.

A further analysis of these dots reveals that:

In 536 of America's 812 towns and cities of 10,000 population and over it concentrates and dominates.

Each black dot on this map represents 100 families who regularly read The American Weekly.

What other magazine can match it?

Dec. 11, 1930

## PRINTERS' INK

139

In each of 185 cities, The American Weekly reaches one out of every two families.

In 132 more cities, it reaches 40 to 50%.

In an additional 102 cities, it reaches 30 to 40%.

In another 117 cities, it reaches 20 to 30%.

—and, in addition, nearly 2,000,000 families in thousands of other communities, large and small, regularly buy The American Weekly.

Nearly six million families located in the richest buying areas of this prosperous nation at the lowest cost per family.

A page advertisement in full color, nearly three times the size of any other magazine page, at a cost of less than one-third cent per family.

Is this national magazine coverage, Mr. National Advertiser?

## THE AMERICAN WEEKLY

*Main Office: 959 Eighth Avenue, New York City*

*Bureau Office:*

WHEELER BLDG., CHICAGO  
155 BONNIE BRAE, LOS ANGELES  
1120 GENERAL MOTORS BLDG., DETROIT  
101 MARTIN ST., ATLANTA  
INTERNATIONAL OFFICE BLDG., ST. LOUIS



## Buy Christmas Seals

Make your own  
Christmas merrier  
by giving to help  
those who may be  
helpless without  
your generosity.

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 Madison Ave.  
New York City**

### Porcelain and Enamel Industry Organizes Institute

The Porcelain Enamel Institute, Inc., has been organized following a meeting of a representative group of manufacturers at Cleveland. The Institute, which has been formed for the purpose of promoting the progress and development of the porcelain enameling and allied industries, will be immediately incorporated under the laws of Illinois. The Institute will stimulate and conduct research in connection with the manufacture and marketing of porcelain enameled products and inform the public and the trade as to the results of these investigations.

The following have been elected officers: President, R. A. Weaver, vice-president of the Ferro Enamel Corporation; vice-president and secretary, R. W. Staud, Benjamin Electric Manufacturing Company, and treasurer, W. E. Hogenson, Chicago Vitreous Enamel Products Company. The executive committee will include: Bennett Chapple, of the American Rolling Mill Company; Russell Greer, of the Porcelain Enamel & Manufacturing Company; Louis Ingram, of the Ingram-Richardson Manufacturing Company; Mr. Hogenson and Mr. Staud.

The idea of the Institute was developed from a paper by Mr. Weaver read before the February, 1930, meeting of the American Ceramic Society. At that time he suggested a co-operative advertising program to promote a correct understanding by the public of the properties and advantages of porcelain enamel and to encourage the use of porcelain enamel finishes.

### S. M. Rosaves Joins Chicago Electrotypers

Stanley M. Rosaves, formerly production manager of Vanderhoof & Company, Chicago advertising agency, has joined F. G. Jungblut & Company, electrotypers and nickelotypers of that city, as service manager.

### To Direct American Mush- room Sales

Tom Hebert, formerly with the Royal Baking Powder Company, New York, has joined the American Mushroom Companies, Inc., of that city, as sales manager.

### W. W. Holt Leaves Mennen Company

Walter W. Holt has resigned as sales manager of The Mennen Company, Newark, N. J. He has held that position for the last two years.

### Appoints Fairall & Company

The Des Moines Glove & Manufacturing Company, Des Moines, Iowa, leather gloves, jackets and sporting goods, has appointed Fairall & Company, advertising agency of that city, to direct its advertising account.

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## H. C. Grubbs Appointed by RCA Victor

H. C. Grubbs, formerly commercial vice-president of the RCA Victor Company, Inc., Camden, N. J., has been appointed vice-president in charge of all selling activities. He will have executive control of merchandising activities of the Radiola, Victor and engineering products divisions, as well as all combined and allied operations, including the export divisions.

## National Marine Lamp to Lee

The National Marine Lamp Company, Forestville, Conn., has appointed the Wilson H. Lee Advertising Agency, New Haven, Conn., to direct its advertising account. A campaign featuring new products of the company will make use of motor boating and marine magazines, direct mail and dealer helps.

## Joins Cutajar & Provost

Clarence Vredenburgh, formerly vice-president and account executive with Mears Advertising, Inc., New York, and, for eight years with Erwin, Wasey & Company, Inc., in an executive capacity, has joined Cutajar & Provost, Inc., New York advertising agency, as an executive vice-president.

## Appointed by National Process Company

E. D. Wilson, for several years with the New York office of the National Process Company, photolithographic offset printer, has been appointed manager of the Philadelphia office and will represent the company in that territory.

## H. W. Porter Joins Meldrum & Fewsmith

H. W. Porter, formerly with the McGraw-Hill Publishing Company, has joined Meldrum & Fewsmith, Inc., Cleveland advertising agency, as service head of the business publication division.

## Death of A. W. Sutton

Arthur Wetmore Sutton, general manager and treasurer of the Field and Stream Publishing Company, New York, died last week at Pleasantville, N. Y., at the age of fifty-five. He had been with *Field and Stream* since 1917.

## Selby Shoe Account to Amos Parrish

The Selby Shoe Company, Portsmouth, Ohio, has appointed Amos Parrish & Company, New York, to direct its advertising account.

## Appoints Grace & Holliday

The Gordon Baking Company, Detroit, has appointed Grace & Holliday, advertising agency, to direct its advertising account.

## WHAT ADVERTISERS SAY THIS YEAR ABOUT

# "Punch"

"We have made a considerable increase in our 'PUNCH' appropriation, and the resulting business more than justifies the increased expenditure." 26th May.

"Your advertising rates appear to be high, but we have proved them to be lowest in proportion to results achieved." 16th June.

"Our client has been able to trace a large number of orders as being directly due to the single small announcement." 16th July.

"A complete record of the countries which responded to our 'PUNCH' advertisement has not been kept, but we know that these numbered about thirty at least." 24th July.

"The results after six months are promising. We hope we shall be appearing for many years to come." 25th July.

"'PUNCH' must certainly have a great deal of the credit for our present success with this brand of tobacco." 7th August.

"Each inquiry received through your paper has resulted in an order." 6th September.

"New Zealand is by no means the only country from which we have received direct orders. . . . 'PUNCH' is the only paper in which we are continuing regular fortnightly small advertisements." 29th September.

"Our advertisements in 'PUNCH' have been a decided success. . . . We intend to continue them in future." 23rd October.

"We have advertised in 'PUNCH' for many many years, and have been aware for some time that it travels all over the Globe, as we regularly get inquiries from abroad and the results are invariably very good." 10th November.

"You will remember some while ago—it must be nearly three years—we had an advertisement in 'PUNCH' for our 800-day clock; I think perhaps you would like to know that we are still getting orders for these from all parts of the world—China, Russia, West Indies, &c." 12th November.

MARION JEAN LYON  
*Advertisement Manager, "PUNCH"*  
10 Bouverie St., London, E.C.4, Eng.

# Food industries the first business off

## PICK FOOD STOCKS TO LEAD NEXT RISE

From the N.Y.  
Evening Post

Other Experts Favor Natural  
Gas and Chain Stores to  
Head Bull Market

### NO UNANIMITY IN VOTE

Four hundred members of the American Statistical Association are trying today to digest the views of six speakers who attempted at the Aldine Club last night to answer the question: "What stock groups will lead the next bull market?" These opinions were based on an attempt to determine what industries would be likely to flourish most in the next two years.

The forecasts developed a great diversity of opinion. If there was a predominance, it appeared to favor the stocks of the food and dairy industry for four of the six speakers voted in favor of investments in securities of that class. They approved of branded foods in particular.

— "gas stocks



# ies flourish because— of life is EATING . . .

HERE'S hot news from men who deal in cold facts . . . But, before even these statisticians could digest cold facts they had to sit down to a banquet of warm food.

All of which goes to show that the first business of life is eating. And there you have the basic reason why the food industries are flourishing now and why these industries will be likely to flourish most in the next two or twenty years.

If statisticians, reasoning from cold facts, "pick food stocks to lead the next rise," advertisers might well reason as logically about markets.

Since business is always bullish in the food industries, why not play the food market for sales? This is not a tip—it is common sense.

The one sure, concentrated way of covering this market is through *Food Industries*—the only magazine published which is edited for and devoted to the production function of the food manufacturing business in all of its branches.

## FOOD INDUSTRIES

*A McGraw-Hill Publication*

TENTH AVENUE at 36TH STREET, NEW YORK

dear Gil:

Planned persistency of a sales idea, in the copy, is fundamental in successful, profitable advertising. Not every one knows it. That idea must appear always. It must be as simple and as stubborn and as elemental and as understandable and as courageous as the theme that sings in the ring bully's brain: "I'm goin' t' <sup>5</sup>  
sock dat baby <sup>6</sup>  
on d' but- <sup>7</sup>  
ton" . . . . For nearly <sup>8</sup>  
three years we've been <sup>9</sup>  
writing newspaper <sup>10</sup>  
printing press advertising. Its sing song theme in every ad is this: Newspaper profits are won with a brainy fighting staff . . . and Goss Rotary Presses. Each ad of theirs is steeped with that theme because it's a truth! They've a marvelous press; and all else a newspaper owner needs is a scrappy, brainy staff and A Town. I'd like you to read this one . . . Maybe you'll like it . . . "The best press in the world is only the best press in the world without brains, fighting brains, to man it. The scrappiest, smartest men in the newspaper world are helpless unless you give them the finest presses you can find. Profits, dividends, stock dividends result when you set out coolly to get and maintain that combination. Goss printing presses and a brainy, fighting staff can't be beaten. They'll produce a newspaper the people like and hate and love and fight for. When they do that, advertising comes into your front door and stays in your pages. Profits come and stay. Goss presses back up the energy and fight and brains of your men. They print FAST; they print clean and clear; they stay regular and print through emergencies; they cost less to install, less to operate. They give you PROFITS when you give them a brainy, fighting staff. They have been chosen for the world's greatest pressrooms."



OREN ARBOGUST  
ADVERTISING  
30 N. MICHIGAN AVENUE, CHICAGO

## What Is the Modern Salesman's Job?

*(Continued from page 6)*  
creates a dam against future sales of our products. A salesman who gets a large order from a dealer which is later cancelled or greatly reduced when the jobber attempts delivery creates ill-will among jobbers. A salesman who goes out of his way to pick up an order which he knows the retailer would purchase from the jobber anyway is not making a contribution to the company nor to his own progress. Volume is desirable only as a result of existing or possible satisfactory turnover on the products sold."

The company emphasizes the fact that properly to gain profitable distribution and profitable volume—in other words, to get the maximum of business at the least expense—requires balanced judgment and sound thinking on the part of the salesman. That is why the company today hires a high type of salesman, pays him a little more than salesmen in the field ordinarily would be paid, and looks upon him as the company's representative in his own territory.

It is the duty of every General Foods salesman to build confidence among his customers, the company believes. In his sales and merchandising efforts he must place himself in the position of the grocer, taking into consideration the retailer's requirements and limitations. In his conduct and his talk he must drive home and clinch the fact that he and the company for which he works are sincerely interested in the grocer's welfare.

Confidence can be firmly established and maintained only when the customer realizes that the salesman knows his business. That means that the salesman must know the products he is selling, be conversant with local trade conditions, have a practical working knowledge of the grocer's problems, be well acquainted with his own organization's various adver-

tising and promotional activities, policies and plans, and be in general an alert, informed, well-trained workman in the trade in which he is operating.

There are, of course, many details of the General Foods salesman's job which, if described, would make interesting reading. They are in reality mere details of a large plan—and the plan is the important thing. It demonstrates that General Foods is among a select group of companies which are going into 1931 with a wholly modern idea of what the salesman can and should do.

To appreciate properly the effectiveness of the company's conception of the salesman's job take the General Foods definition and substitute the name of your own company and your own products. It will become immediately apparent how well the definition fits a sales force of any size. Here is a revised definition:

"The job of your retail salesman is to:

- (a) Sell those of your products not already stocked by the dealer;
- (b) Help the dealer sell more of your products he already has in stock;
- (c) Sell your company and its policies."

Using that definition and implanting in your salesmen's minds the idea of *profitable distribution* and *profitable volume*, you will be operating on a sales plan which will be good not only in 1931 but also for a great many years to follow.

And now to return a moment to the questions asked at the beginning of this article. A study of the General Foods plan shows how thoroughly and how effectively the company has answered each one of them.

The salesman's job will always be basically simple. Complexities in the way of various tasks may be added but so long as they are viewed in the light of a sound, fundamental understanding of what the salesman really should do, these complexities click into place like mats in a type-setting machine.

## ILLINOIS' EGYPT BARELY TOUCHED BY DEPRESSION

### Factories Run Full Blast; Farms Absorb Idle.

BY ARTHUR EVANS.

[Chicago Tribune Press Service.]

Flor., Ill., Nov. 19.—[Special.]—Egypt, which was hardest hit by the drought, is now reported by the unemployment surveyors to be in better economic shape than the rest of Illinois. Indeed, they declare southern Illinois is perhaps better off at present than any like area in the whole United States.

#### What Canvass Indicates.

Mr. Jones, an Egyptian born and bred, says the canvass so far indicates the following:

1. All communities so far surveyed declared they are able to take care of their relief problems without aid from outside.
2. In the cities many unemployed are being absorbed by the farms.
3. In the mining regions, where slackness has been of long standing, pay rolls are larger than in the last two or three years.
4. Small industries in many cities are going full time.
5. Fine weather has expanded the season for outdoor work, keeping men employed on road building.
6. In the oil fields, the refineries are keeping their forces working.
7. As for the drought smitten farmers, the loss of corn scorched on the uplands, is offset in general by crops in the bottom lands, which in some other years have been a washout from floods.
8. Pastures are green, soy beans and cow peas grew luxuriantly, forage, generally speaking, is well distributed and herds are sleek.

Egypt's Associated Dailies

# PRINTERS' INK

Registered U. S. Patent Office

**A JOURNAL FOR ADVERTISERS**  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGRISSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, DECEMBER 11, 1930

**Examining the Anti-Trust Laws** That part of President Hoover's message to Congress in which he discussed the anti-trust laws has not received the attention its significance warrants.

Business becomes grumpy every time it has occasion to consider the anti-trust acts. Perhaps only a handful of business observers would care to see this legislation entirely abolished. It is a fact, however, that most business men are inclined to believe that the Sherman and Clayton Acts are rather slipshod legislative jobs. Moreover, they are insistent that business has changed so radically since the two bills were passed, that they have become archaic.

Congress has heard these complaints but seemingly they entered through one ear and went out of the other. Now, however, the

weight of Presidential authority has been added and it may be that something constructive will be done about it.

"I recommend," said the President to the Congress, "that the Congress institute an inquiry into some aspects of the economic working of these laws. I do not favor repeal of the Sherman Act. . . . However, the interpretation of these laws by the courts, the changes in business . . . make such an inquiry advisable."

True enough, the President suggested that the inquiry might properly be directed to the operation of these laws with regard to certain basic raw materials. He mentioned the bituminous coal industry in particular. However, if Congress should decide to look into the anti-trust laws, it may be that the result will be a thorough overhauling of these acts.

## What Shall We Tell the Stockholders?

The time is near for corporation presidents to scratch their heads and ponder over what they should tell stockholders in the annual report. Should they tell the truth or should the profit figures in the report be allowed to tell their own story?

Those companies that were able to weather the depression satisfactorily can say "herewith is presented the annual report of your company" with a clear conscience. But when the figures show that profits have been melting away, the stockholders may well expect some sort of explanation.

The General Motors Corporation has already confided in its stockholders. It told them, in its nine months' report, that earnings were off and then offered an explanation and even expressed an opinion on the probable course of business in the near future. This was a wise move on the part of General Motors. In the first place, the stockholders are entitled to know how bad or good the company's business has been—and why. But aside from that, a frank statement such as President Sloan made will undoubtedly result in considerable good-will for the

company. Probably it will be instrumental in keeping a number of stockholders' names on the books who have been thinking of unloading.

General Motors has set an example that other companies would do well to follow. Let the stockholders be taken into the president's confidence in the annual report; let them know that the management is bending every effort toward overcoming the obstacles with which it and most companies are faced.

Don't let stockholders draw their own conclusions from the statement of operations and income.

#### *Go-Giver*

vs.

#### *Go-Getter*

In a recent talk George A. Rennard, secretary-treasurer of the National Association of Purchasing Agents, said that the "go-getter" type of salesman is rapidly being replaced by the "go-giver," the salesman who specializes in service and resale ideas.

This bald statement goes far deeper than the ordinary pleasant phrase used in a speech.

The purchasing agents themselves agreed at the meeting that the elements of a present-day purchase in the order of their importance are: suitability and availability of material, reliability of the seller and then price.

Contrary to popular impression, service rather than price is the motivating factor in the placing of orders by most buyers.

This is the point of view of every meeting of men charged with buying vast quantities of material for the firms they represent as purchasing agents. It led logically to the remark quoted above and it holds water. It is proved dramatically by the records of a large number of companies whose earnings are above the average in this low year.

Three companies in widely different lines of industry making products as dissimilar as acetylene torches, breakfast food, and furnaces for the home, all of them making more money this year than

last, have one other point in common. They have added men to the pay-roll at a time when so many are laying them off. These men—and one company added 200 of them—are go-givers in the real sense of the word. They have been carefully trained to teach the buyers of the products how to get the best possible use out of their purchase.

In the case of the maker of torches they are trained engineers able to look into buyers' problems and show better uses, more extensive possibilities, new ways to save money.

The furnace maker added men to show prospects how best to use the furnace, how to make the home a warmer, better spot.

The food-product maker added men who do not sell but work on resale ideas only, for the retailer's profit.

The go-givers have more than paid their way in every company that has added them to the pay-roll.

In smaller companies, where a few men have shown that they know what a go-giver should do, they have leavened the whole sale force and turned many a desk thumper into something quite different and more in tune with these changing times.

Truly the days of the go-giver are here and the go-getter has much to learn from his methods.

#### *Colonel*

*Woods'*

#### *Invitation*

The formation of an Advisory Committee on Public Relations

by Colonel Arthur Woods, head of the President's Emergency Committee for Employment, is described elsewhere in this issue. The committee represents many powerful advertising organizations and sets up excellent machinery.

During the course of the meeting Colonel Woods suggested that there was an opportunity to help the President's Committee in shaping the sort of messages to be broadcast by this committee. In this invitation Colonel Woods undoubtedly includes any man in the business of advertising who can make a suggestion to the committee.

Public opinion has been focused

on unemployment as perhaps never before. Municipal committees are now being organized on a nationwide scale as they were in 1921 to relieve it. Industry is assuming a full share of its responsibility to the unemployed in many localities. Municipal bond sales for public works are under way. Congress has inaugurated important public works and a variety of other measures have been introduced.

One thing which may be suggested to the committee at this time is to make available to communities everywhere the details of the Cincinnati plan which, with complete registration, co-operation of the national advertisers and other business men in the city, and staggered employment, has attracted nation-wide attention. Many a community would probably adopt the Cincinnati plan in some way to suit its own problems if the plan could be made available quickly.

Many suggestions have been made, some of them logical, some of them wild and woolly. One thing which many of the public believe to be true is that some sort of dramatization of actual means to aid employment would have a valuable and stimulating effect.

Henry S. Dennison, who is to speak over the radio on specific plans, has much to offer the advertising committee in the way of concrete facts of value to individual companies.

As the American Association of Advertising Agencies tells its membership, copy on specific accomplishments is more to be desired than general slogans or buy now movements.

### *Railroads and the Public*

It's quite evident to thinking business men that the railroads have a very real problem on their hands: specifically, the problem of getting across to a notoriously imperturbable public some rather unified idea of the function the railroads perform and the problems with which they are faced.

Today railroad leaders in public utterances are constantly calling on the public, especially the business

public, to understand them; to get a clearer, more sympathetic picture of the part they play and the obstacles they have to face. They inevitably say, as one said in Chicago last week, that "the public is not railroad minded despite the fact that it is conscious that some competing forms of transportation are tearing up the highways and obstructing them."

These men know, as all big advertisers know, that in back of everything in this world (and for them "everything" might almost be summed up in the one word "regulation") is human sentiment. An apathetic public can be almost as ruinous as one that is downright antagonistic. Both lead to the same result; the difference is only one of time.

We don't pretend to offer any pat solution to their problem. But we do sense the importance of this problem and we do know, from their own mouths, that basically it is a question of favorable public sentiment. And we do know the one most influential method of dealing with public sentiment that has ever been invented.

The railroads are advertisers, of course. Some of them are big and consistent advertisers and some of them are very good advertisers. But what we are wondering is: to what degree are the top executives in this mammoth industry thinking in terms of sound, present-day advertising technique as a remedy for their very specific public relations problems? To what degree do they think in terms of a well-developed advertising program aimed squarely at the difficulties with which they are faced?

Maybe it should be a co-operative program; maybe it shouldn't. Perhaps advertising doesn't fit their case. We don't pretend to know. But we are in a very excellent position to know what soundly executed advertising can do and has done. We do know, for example, that very recently a group of men favoring prohibition, feeling their cause faced with a similar public relations problem, turned to straightforward advertising.

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## Newell-Emmett Company

*Incorporated*

*Advertising - Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

FOUNDED in the belief  
that reputation would  
follow a concentration  
of effort in serving with  
extra thoroughness the  
individual requirements  
of a limited number of  
advertisers.

Ten busy years have jus-  
tified that belief, while  
the gradual development  
of personnel is making  
possible a slowly in-  
creasing list of clients.

**"NOT HOW MUCH, BUT HOW WELL"**

**G. B. SEE—A TYPICAL  
GENERAL BUILDING  
CONTRACTOR—A  
TYPICAL SUBSCRIBER  
TO "G. B. C."**



**G. B. SEE says—**

"Some of these cut-throat bidders are so small I think I'm looking at them through the wrong end of my spy-glass.

"Thanks be, there aren't many of them and pretty soon the last one will be in a glass case in a museum.

"All of us general building contractors who can see beyond our noses are working towards bettering things in our profession.

"What results? Well—much more chance to buy what we know ought to go into the job—less irresponsible bidding—and a whole lot fewer cut-throat boys trying to horn in.

"'Ain't dat sump'n?' as Amos 'n' Andy say."

**GENERAL BUILDING  
CONTRACTOR—the  
only magazine published  
specifically for the  
LARGER building  
contractor**

**GENERAL BUILDING  
CONTRACTOR**

MEMBER OF A.B.C. & A.B.P., INC.

119 West 40th Street

New York

F.W. DODGE



CORPORATION  
COORDINATED PUBLICATIONS  
AND SERVICES FOR BUILDING  
SALES IN THE BUILDING FIELD

**Adcraft Club Celebrates  
Twenty-fifth Anniversary**

Nine charter members and nineteen past presidents attended the twenty-fifth anniversary celebration of the Adcraft Club of Detroit, held on December 5. In this group were James W. T. Knox, first president, and Henry T. Ewald, president of the Campbell-Ewald Company, founder of the club.

As part of the celebration, an exhibit of advertising created since 1900 was on display. Seventy-five pages furnished by the Ford Museum showing the development of automobile advertising were also exhibited, in addition to a model "H" Cadillac of twenty-five years ago displayed by the Cadillac Motor Car Company.

Among the speakers were Richard H. Grant, vice-president of the General Motors Corporation; E. St. Elmo Lewis, president of the Adcraft Club in 1907, and Harvey Campbell, vice-president and secretary of the Detroit Board of Commerce. Some of the guests present included John Randolph Hearst, president of *Harper's Bazaar*, New York; Fred Healy, vice-president of the Curtis Publishing Company, Philadelphia; James O'Shaughnessy, business manager of *Liberty*, New York, and F. R. Gamble, executive secretary of the American Association of Advertising Agencies.

\* \* \*

**Chicago Council to Hold  
Three-Day Direct-Mail Exhibit**

A three-day direct-mail exhibit will be conducted by the Chicago Advertising Council on January 14, 15 and 16. Speakers scheduled for luncheon meetings, which will be held on each of the three days are: Bennett Chapple, vice-president of the American Rolling Mill Company, January 14; Walter J. Daily, sales promotion manager, refrigeration division, General Electric Company, January 15; and John Howie Wright, editor of *Postage & the Mailbag*, January 16.

The aim of the exhibit is to show the place of direct-mail advertising in each of seven divisions of the distributive process. To this end the displays will feature complete campaigns, rather than individual pieces of direct mail.

Robert G. Marshall, chairman of the Council's direct-mail departmental, is in charge of this program. Associated with him are Martin H. Higgins, C. E. Caleson, Adrian R. MacFarland and Merle J. Lucas.

\* \* \*

**Poor Richard Club to Hold  
Seventh Exposition**

The Poor Richard Club of Philadelphia will hold its seventh annual exposition of advertising at the Bellevue-Stratford Hotel on January 15, 16 and 17. This exposition, which is held simultaneously each year with the Poor Richard banquet, will be advertised in Philadelphia and out-of-town newspapers. Howard Kainer is chairman of the committee in charge. Other members of the committee are Ross Anderson, Sam Taubman, William Laird and James Stinson.

## Here's A Real *Sales Promotion Manager*

**W**HEN a bankers' committee assumes general oversight of a business, the first procedure usually is the cutting down of overhead—and the most conspicuous overhead to a banker's eye is that charged to sales promotion and advertising.

The action of applying the axe is almost automatic. So, my friend said: "Don't shoot, Mr. Crockett, I'll come down".

Thus there is available one of the few men of my acquaintance who thoroughly understands the co-ordination of all sales-promotional work with advertising. He knows how to insure successful team work by branch managers, salesmen, dealers and advertising. His longest experience has been in the automotive field—but he is adaptable.

Compensation expected in suitable ratio to the value of services.

Particulars given confidentially on request.

**Charles Austin Bates, President**

**Charles Austin Bates, Inc., Advertising**  
**67 West 44th Street** **New York**



**PERVERSE PROVERBS, No. 5**  
**"Knowledge is more than equivalent to force"**

And yet wisdom is more than equivalent to both.

Force is too frequently blind and knowledge too often the accumulation of *useless facts* along with the *useful*. Wisdom capitalizes the knowledge built on *useful facts* only.

Are your current and annual reports—your production, distribution and administrative *useful facts* sometimes delayed? Could not this information be obtained more economically; more *useful facts* for less money?

Promptly, and at a saving, we will arrange and tabulate such information for your microscopic study. When magnified, it will become a prime factor in reducing expense and increasing net income.

Our man will call by appointment. Send for our book, **CHARTING COURSES**. It is a suggestive little pocket compass and no charge.

**Recording & Statistical Corporation**

102 Maiden Lane, New York City

OPERATING DIVISIONS

New York    Boston    Philadelphia    Detroit    Chicago    Toronto    Montreal

## DECEMBER MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

	Pages	Lines
The Spur (2 issues)....	146	97,524
Town & Country (2 issues)....	118	79,058
Vanity Fair.....	81	50,957
House & Garden.....	77	48,843
Country Life.....	70	47,302
Arts & Decoration.....	70	47,124
International Studio.....	57	38,111
Nation's Business.....	84	35,957
Cosmopolitan .....	80	34,382
The Sportsman.....	53	33,496
American .....	75	32,069
Boys' Life .....	42	28,635
Forbes (2 Nov. issues)....	65	27,972
Harpers Magazine.....	122	27,300
Popular Mechanics.....	119	26,656
Atlantic Monthly.....	108	24,236
American Home.....	38	23,816
House Beautiful.....	36	23,009
American Boy.....	33	22,677
Popular Science Monthly	52	22,187
The Chicagoan (2 Nov. is.)	53	22,176
Scribner's .....	85	18,998
World's Work.....	43	18,446
Review of Reviews.....	42	18,181
American Golfer.....	27	17,338
Country Club Magazine..	25	15,386
Mentor-World Traveler..	23	15,376
Golden Book.....	36	15,333
True Detective Mysteries.	35	15,218
Physical Culture.....	34	14,792
Theatre .....	23	14,457
Motion Picture.....	34	14,445
Magazine of Wall Street (3 Nov. issues).....	34	14,444
Normal Instructor.....	20	13,953
Forum .....	31	13,299
Field & Stream.....	30	13,013
Open Road for Boys....	29	12,628
Radio News.....	28	12,159
Redbook .....	27	11,601
Science & Invention.....	27	11,419
Nomad .....	26	11,060
The Scholastic (3 Nov. is.)	25	10,704
Better Homes & Gardens.	23	10,568
Screenland .....	24	10,328
Home & Field.....	16	10,220
Holiday .....	16	9,919
Motion Picture Classic...	22	9,375
True Experiences.....	21	9,211
Dream World.....	21	8,977
Psychology .....	20	8,542
National Sportsman.....	20	8,539
American Mercury.....	37	8,227

# Scattering Shot Brings Down No Big Game

The advertiser who uses **FORBES** does not scatter his shot. He fires his sales message where the "big game" of business is concentrated.

72.6% of the subscription circulation of **FORBES** is in the 237 counties of the country's 3,073 where, according to the U. S. Commerce Department's survey, 81% of all industrial purchases are made.

From the standpoint of circulation analysis and editorial service, **FORBES** offers tangible value to advertisers of products to interest business men. **FORBES** reaches the 80,000 men who sign the orders. Key your copy to direct action and **FORBES** readers will respond.

*Send for analysis of **FORBES**  
circulation in 237 counties  
making 81% of industrial  
purchases and also for U. S.  
Commerce Department's  
survey.*

# FORBES

## BUSINESS-FINANCE

### THE BUSINESS OF LIFE

**B. C. Forbes, Editor**

**120 FIFTH AVENUE, N. Y.**

Tribune Tower, Chicago . . . General Motors  
Bldg., Detroit . . . Blanchard-Nichols  
Coleman, Representatives, Atlanta, Los  
Angeles, San Francisco, Seattle.

# Read AND Trusted

by department store executives, merchandise managers and buyers of everything that furnishes or equips house and home.

## RETAILING

*The Fairchild Weekly*

8 EAST 13TH ST., NEW YORK

### To two advertising agency executives

who want participating partnerships backed by fine creative ability

Recognized, successful New York Advertising Agency offers participating partnerships to two experienced advertising men who can get and develop business when supported by a superlative creative staff. An extraordinary opportunity to become an important factor in a fast growing, congenial agency handling well-known national accounts and soundly financed. We want to grow faster. Outline what you are doing and we will make an appointment immediately.

Address "Z," Box 243, Printers' Ink

	Pages	Lines
Junior Mechanics & Model		
Airplane News.....	19	8,189
True Confessions.....	18	7,914
St. Nicholas.....	18	7,722
Sunset .....	18	7,704
Outdoor Life & Recreation	17	7,497
American Legion Monthly	16	7,037
Extension Magazine.....	9	6,425
Film Fun .....	15	6,416
Hunting & Fishing.....	14	6,212
Nature Magazine.....	15	6,129
Scientific American.....	13	5,734
Elks Magazine.....	12	5,624
Picture Play.....	12	5,067
Asia .....	11	4,680
Am. Forests & Forest Life	10	4,305
Rotarian .....	10	4,145
Association Men.....	9	3,936
Newsstand Group.....	16	3,589
Munsey Combination.....	14	3,136
National Republic .....	7	3,024
Current History.....	13	2,830
Bookman .....	9	2,016
Street & Smith Combination	6	1,232
Blue Book.....	3	1,199

†Larger Page Size.

### WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues).....	131	83,259
Harper's Bazaar .....	101	67,595
Ladies' Home Journal...	88	59,901
Good Housekeeping.....	134	57,594
Woman's Home Companion	67	45,259
McCall's .....	54	36,780
Delineator .....	43	29,180
Pictorial Review.....	39	26,248
True Story.....	60	25,775
Photoplay .....	50	21,328
The Parents' Magazine...	44	18,807
Junior Home Magazine...	24	16,225
Junior League Magazine.	38	16,022
Child Life.....	37	15,806
Holland's .....	17	12,779
Farmer's Wife.....	16	10,882
True Romances.....	24	10,407
Household Magazine.....	12	8,348
People's Popular Monthly	12	8,006
Woman's World.....	11	7,600
American Girl.....	16	6,963
John Martin's Book.....	13	5,463
Needlecraft .....	8	5,135
Messenger of Sacred Heart	13	2,874

### CANADIAN MAGAZINES

(November Issues)

	Pages	Lines
MacLean's (2. issues)....	72	50,700
Mayfair .....	67	42,270
Canadian Home Journal..	54	37,749
Can. Homes & Gardens..	58	36,493
Western Home Monthly..	41	28,562

Lines

8,189

7,914

7,722

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6,425

6,416

6,212

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1,232

1,199

Lines

83,259

67,595

59,901

57,594

45,259

36,780

29,180

26,248

25,775

21,328

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16,225

16,022

15,806

12,779

10,882

10,407

8,348

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7,600

6,965

5,463

5,135

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Lines

50,700

42,270

37,749

36,493

28,562

# A Ringside Seat for Your Advertising

**A**dvertising always has a ringside seat in the arena of Wall Street whenever it appears in THE BARRON GROUP publications.

**THE BARRON GROUP**—*The Wall Street Journal*; *Boston News Bureau*; and *Barron's*, *The National Financial Weekly* have a circulation among people to whom the daily news and trends in Wall Street are of vital importance—for dollars and cents reasons. In fact, some of these readers have copies sent regularly to several different addresses, so that they will never be out-of-touch with financial news.

Advertising appearing beside these news columns cannot fail to reach this important group of people of wealth and buying power. Here is a "preferred" advertising circulation of national scope which reaches, without waste, the greatest number of people who have the most to spend as individuals on fine homes, golf, automobiles, travel, and other luxuries and necessities.

Here is a ringside seat for your advertising in the arena of Wall Street—where money has a big punch and the "big punch" takes the "big money."

*A special rebate covering all three papers of  
THE BARRON GROUP*

*This special rebate will be quoted to advertisers or  
advertising agencies upon application.*

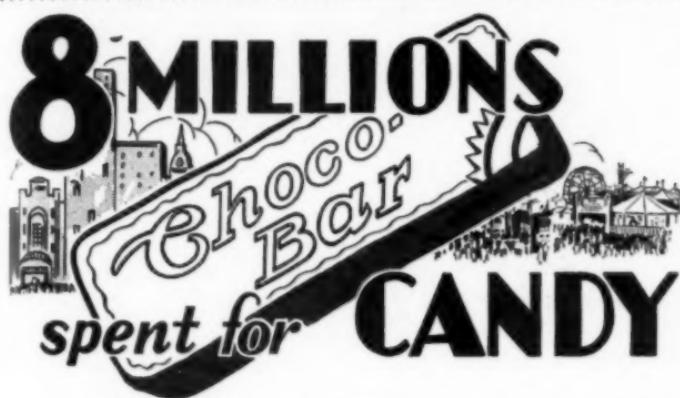
*Address either: E. B. Ross, Advertising Department of *The Wall Street Journal*,  
44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of  
*Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts*

## ***The BARRON GROUP***

***The Wall Street Journal*  
*Boston News Bureau***

***Barron's, The National Financial Weekly***

	Pages	Lines	Pages	Lines
The Chatelaine.....	27	18,785	Christian Herald.....	6
Rod & Gun in Canada....	26	11,149	Churchman .....	6
<b>NOVEMBER WEEKLIES</b>				
<b>November 1-7</b>			Judge .....	6
Saturday Evening Post..	77	52,317	The Nation.....	6
Collier's .....	32	21,794	Life .....	5
New Yorker.....	47	20,215	Outlook .....	4
Time .....	46	19,886	New Republic.....	2
American Weekly.....	9	16,284		
Literary Digest.....	26	11,951		
Liberty .....	22	9,330		
Business Week .....	17	7,199		
Life .....	11	4,536		
Christian Herald.....	4	2,776		
The Nation .....	6	2,650		
Judge .....	6	2,470		
Churchman .....	6	2,369		
Outlook .....	3	1,354		
New Republic.....	3	1,340		
<b>November 8-14</b>				
Saturday Evening Post..	101	68,601		
New Yorker.....	75	32,382		
Time .....	55	23,617		
Collier's .....	31	20,953		
American Weekly.....	10	18,574		
Literary Digest.....	23	10,541		
Liberty .....	24	10,296		
Christian Herald.....	14	9,636		
Business Week.....	20	8,423		
Life .....	8	3,378		
Churchman .....	7	2,780		
The Nation .....	6	2,500		
Judge .....	5	2,288		
Outlook .....	4	1,941		
New Republic.....	4	1,740		
<b>November 15-21</b>				
Saturday Evening Post..	82	55,634		
New Yorker.....	63	27,191		
Collier's .....	37	25,225		
American Weekly.....	10	19,177		
Time .....	44	18,894		
Literary Digest.....	30	13,744		
Liberty .....	24	10,173		
Business Week.....	17	7,220		
Life .....	11	4,625		
Christian Herald.....	5	3,703		
Judge .....	8	3,575		
The Nation .....	9	3,400		
Outlook .....	4	1,754		
New Republic.....	4	1,680		
Churchman .....	4	1,678		
<b>November 22-28</b>				
Saturday Evening Post..	76	51,826		
New Yorker.....	77	33,210		
Collier's .....	35	23,861		
Time .....	45	19,512		
American Weekly.....	9	17,510		
Literary Digest.....	30	13,636		
Liberty .....	18	7,848		
Business Week.....	12	5,291		

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36,493  
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34,382  
33,496  
32,069  
29,180  
28,635  
28,562  
27,972

*in the "Free-est Spending 'City' in the WORLD"*

TO visualize eight million dollars in small change being spent for candy in a single year taxes the imagination.

Yet "Amusement Town" in 1929 invested \$8,725,473.99 in its confections, exclusive of ice cream!

Consider, too, that candy is but one of the numerous commodities required in such staggering proportions by the parks and other branches of the industry.

Dare you ignore such a market—reached directly through one dominating medium — its "home town newspaper," The Billboard?

Send today for copy of The Billboard's latest survey among show folk. It reveals amazing facts!



#### OTHER SHOW WORLD PURCHASES

- GROCERIES
- PAINTS
- LUMBER
- TICKETS
- BOOTHES
- COSMETICS
- JEWELRY
- TENTS
- MOTORS
- ENGINES
- FIREWORKS
- FENCES
- MUSICAL INSTRUMENTS

# The Billboard

25 Opera Place, Cincinnati, Ohio

Chicago  
New York

Philadelphia  
Kansas City

San Francisco  
St. Louis

"The Home Town Paper of the Free-est Spending City in the World"

## FOUR-YEAR RECORD OF DECEMBER ADVERTISING

	1930	1929	1928	1927	Total
	Lines	Lines	Lines	Lines	Lines
Town & Country (2 issues)	79,058	112,800	109,381	95,283	396,522
House & Garden	48,843	77,111	88,242	84,275	298,471
Vanity Fair	50,957	75,535	76,372	77,807	280,671
Country Life	47,302	79,371	75,414	67,108	269,193
Arts & Decoration	47,124	63,378	61,950	60,354	232,806
MacLean's (2 Nov. issues)	50,700	55,280	54,692	60,187	220,859
Forbes (2 Nov. issues)	*27,972	45,789	48,954	37,704	160,419
Nation's Business	*35,957	*49,142	*37,218	31,780	154,097
Popular Mechanics	26,656	40,544	39,265	41,095	147,560
House Beautiful	23,009	37,985	39,506	39,978	140,478
International Studio	38,111	41,258	27,832	33,232	140,433
American	32,069	35,104	30,048	37,841	135,062
Harpers Magazine	27,300	35,224	37,100	35,140	134,764
Cosmopolitan	34,382	38,626	30,975	30,362	134,345
Atlantic Monthly	24,236	32,397	37,709	34,961	129,303
Boys' Life	28,635	30,870	29,636	27,815	116,956
Popular Science Monthly	22,187	27,873	31,842	33,091	114,993
American Boy	22,677	32,230	28,504	27,810	111,221
American Home	23,816	34,063	30,507	19,121	107,507
World's Work	†18,446	†29,601	20,640	24,401	93,088
Scribner's	18,998	19,148	24,773	25,544	88,463
Review of Reviews	†18,181	†29,445	18,206	20,384	86,216
Redbook	11,601	19,924	19,864	24,404	75,793
True Detective Mysteries	15,218	14,907	20,892	21,028	72,045
Theatre	14,457	18,723	17,380	19,355	69,915
Physical Culture	14,792	16,043	20,079	18,896	69,810
Motion Picture	14,445	17,690	14,685	15,000	61,820
Forum	†13,299	†20,878	13,340	12,916	60,433
Field & Stream	13,013	16,731	15,172	15,270	60,186
Science & Invention	11,419	14,337	14,867	16,872	57,495
Better Homes & Gardens	10,568	15,663	12,385	9,724	48,340
National Sportsman	8,539	12,819	13,394	11,907	46,659
Outdoor Life & Recreation	7,497	9,114	10,872	11,408	38,891
Sunset	7,704	10,364	8,261	11,971	38,300
Scientific American	*5,734	9,311	7,791	9,925	32,761
St. Nicholas	7,722	6,578	5,577	7,079	26,956
Munsey Combination	3,136	3,696	5,152	4,501	16,485
Totals	905,760	1,229,552	1,178,477	1,155,529	4,469,318
*Smaller Page Size.					
†Larger Page Size.					

## WOMEN'S MAGAZINES

Vogue (2 issues)	83,259	120,015	118,040	140,599	461,913
Harper's Bazaar	67,595	83,973	87,100	76,188	314,856
Ladies' Home Journal	59,901	77,180	67,172	65,211	269,464
Good Housekeeping	57,594	66,272	67,587	57,225	248,678
Woman's Home Companion	45,259	51,807	48,974	52,013	198,053
McCall's	36,780	44,580	35,994	38,444	155,798
Delinicator	29,180	29,130	31,485	30,904	120,699
Pictorial Review	26,248	29,676	28,555	33,294	117,773
True Story	25,775	27,307	27,344	25,055	105,481
Photoplay	21,328	23,884	18,360	21,336	84,908
The Parents' Magazine	18,807	18,863	21,119	14,922	73,711
True Romances	10,407	15,018	20,098	21,035	66,558
Woman's World	7,600	10,823	7,838	11,403	37,664
Household Magazine	*8,348	*9,857	9,288	7,643	35,136
People's Popular Monthly	8,006	8,496	9,238	9,011	34,751
Needlecraft	5,135	6,905	8,500	10,030	30,570
American Girl	6,965	9,447	7,449	6,042	29,903
Totals	518,187	633,233	614,141	620,355	2,385,916
*Smaller Page Size.					

## WEEKLIES (5 November Issues)

Saturday Evening Post	272,287	379,533	429,317	4318,375	1,262,512
New Yorker	135,550	171,732	125,554	*118,888	551,724
Collier's	112,214	113,565	167,121	156,597	349,497
Liberty	*46,140	*51,553	*91,018	*106,638	295,349
American Weekly	89,720	*83,319	65,136	146,188	284,363
Literary Digest	58,971	87,278	72,126	60,879	279,254
Time	*81,909	*87,732	*54,625	*33,465	257,731
Life	*14,473	28,524	30,049	*29,444	102,490
Christian Herald	22,589	20,453	*18,956	*16,943	78,941
Outlook	*6,741	*9,333	*12,823	11,819	40,716
Totals	840,594	1,033,022	829,725	799,236	3,502,577
*Smaller Page Size.					
†Four Issues.					
Grand Totals	2,264,541	2,895,807	2,622,343	2,575,120	10,357,811

# Simplicity In Advertising Typography

...We are ever mindful that we are Typographers for advertising's sake, not dilettantes for art's sake. Art holds a vital place in advertising. Nevertheless, it must remain subservient to arresting the eye and imparting the message. The present swing toward plainness in typography finds us believing and practising that, after all and over all, the strongest set-up is the simplest set-up.



## TYPGRAPHY THAT SETS UP AN IDEAL



### BOSTON

The Berkeley Press  
The Wood Clarke Press

### BUFFALO

Axel E. Sahlin Typographic  
Service, Inc.

### CHICAGO

Bertsch & Cooper  
J. M. Bundschu, Inc.  
Hayes-Lochner, Inc.  
Harold A. Holmes, Inc.

### CLEVELAND

Skelly-Typesetting Co.

**DALLAS, TEXAS**  
Stellmacher & Clark, Inc.  
2715 Elm Street

### DENVER

The A. B. Hirschfeld Press

### DETROIT

George Willens & Co.

### INDIANAPOLIS

The Typographic Service Co.

### LOS ANGELES

Typographic Service Co.

### NEW YORK CITY

Ad Service Co.  
Advertising Agencies' Service Co.  
Advertising-Craftsmen, Inc. (A-C)  
Advertising Typographers, Inc.  
The Advertypes Co., Inc.  
E. M. Diamant Typographic Service  
Frost Brothers  
David Gildea & Co., Inc.  
Heller-Edwards Typography, Inc.  
Huxley House  
Lee & Phillips, Inc.  
Royal Typographers, Inc.  
Supreme Ad Service  
Tri-Arts Printing Corp.  
Typographic Service Co. of N. Y., Inc.  
Kurt H. Volk, Inc.  
Woodrow Press, Inc.

### PHILADELPHIA

Progressive Composition Co.  
Kurt H. Volk Inc.

### PITTSBURGH

Keystone Composition Co.  
Edwin H. Stuart, Inc.

### ST. LOUIS

Warwick Typographers, Inc.

### TORONTO

Swan Service

**ADVERTISING TYPGRAPHERS OF AMERICA**

NATIONAL HEADQUARTERS, 461 EIGHTH AVENUE, NEW YORK

## The Little Schoolmaster's Classroom

MORE brands—a solution to the problem of too many brands.

That, in brief, appears to be the solution worked out by Standard Brands, Inc. This is the story, as the Schoolmaster gets it:

There are probably few, if any, items in the grocery field put up under so many brands as coffee. The Louisville Survey uncovered some remarkable figures; some stores were found to be stocking an unbelievably large number of coffee brands.

The Department of Commerce has recommended that dealers concentrate. To help them do this, Standard Brands has increased the number of its coffee brands!

The reasoning is simple: At least one reason for the multiplicity of brands is that grocers cannot get in one brand a wide enough range of price to cover all consumer demands. Therefore, the grocer stocks a high price coffee of one make, a lower price of another make and so on almost *ad infinitum*. Why not, reasoned Standard Brands, give grocers a line that will enable them to sell just about 100 per cent of their customers?

And so the company is introducing six new brands of Chase & Sanborn bag and bulk coffee. The six brands, it is believed, cover the entire price range. They will be delivered by Standard Brand's nation-wide wagon delivery system.

\* \* \*

The Great Atlantic & Pacific Tea Co. has made a rather complete change during the last year in its policy of distributing information concerning its activities. Until a comparatively short time ago, it was just about impossible to obtain statistical information regarding this giant chain. Today the Schoolmaster is able to spread before the Class this interesting table showing the annual sales of the A & P for the last ten years and the number of stores in opera-

tion for each of the ten years. The period covered is from March 1, 1920, to March 1, 1930:

Year	Stores	Sales
1921	4,638	\$234,420,618
1922	5,215	201,996,503
1923	7,329	245,964,740
1924	9,269	296,461,460
1925	11,413	352,031,119
1926	13,991	440,023,100
1927	14,818	574,087,184
1928	15,672	761,402,805
1929	15,177	972,799,185
1930	15,418	1,053,692,882

It will be noted that on March 1, 1928, the A & P had more stores than on March 1, 1930. It will also be noted that the drop from 1928 to 1929 was approximately 500 stores, a reduction of about 3 per cent.

This was due to the policy adopted in 1929 of concentrating on the development of larger stores. In many neighborhoods, the chain opened one big store and closed two or three small ones.

As a result of this policy, the A & P is opening stores today that are simply stupendous. Very recently a million dollar store was opened in an Eastern city that had no more resemblance to the little red front store with which the A & P has always been identified than a mastodon has to a mouse.

\* \* \*

The United States Steel Corporation, although its list of stockholders has always been among the largest in the country, has never made any particular effort to convert its shareholders into consumers of, and boosters for its innumerable products. With its statement for the third quarter of 1930, however, it has broken the ice. To its list of 200,000 co-owners it sent a list of the products of the various U. S. Steel subsidiaries, prefaced with a few paragraphs headed: "Building for Dividends." Under that title, the company tells its shareholders:

"Stockholders benefit wherever and whenever products of corporation companies are used. En-



## No Glare on the Letter Side

Long have *coated* papers been used for broadsides and folders, so when illustrated letters are printed upon them, we are apt to regard them as *circulars*—as impersonal mail matter.

Long have *bonds* been used for letterheads, hence we invariably regard them as *personal* mail matter.

So, when advertising men discovered the value of illustrating their sales letters, there was a definite need for a new paper—*bond* on the letter side, but *coated* on the other.

The result is **TWO-TEXT**. It

looks like *bond* paper because it **IS**! It insures your sales letter being treated as a letter should be.

Yet, you lose none of the advantages which *coated* papers possess. On its *velvety* surface you can print fine screen half-tones, four-color process plates.

At a mailing expense of only two cents, you can lay before the prospect a letter, pictures and printed description—all together for immediate action or ready reference. Standard Paper Manufacturing Company, Richmond, Va.

### **T W O - T E X T** ILLUSTRATED LETTER PAPER

BOND, for the LETTER SIDE ~ COATED, for the ILLUSTRATED SIDE

# Do You Want to SELL the Roadside Merchant?

IT is estimated that there are approximately 125,000 roadstands in the U. S. today. They represent an enormous buying power. Manufacturers who have equipment or merchandise that can be used or sold at a roadside business place will find a new and fertile market among the prosperous roadside merchants.

## WAYSIDE SALESMAN

—is the trade journal of these roadside merchants. It goes every month to 20,000 of them. We have just completed a nationwide survey of the wayside selling field that brought out some new and interesting facts. Write for your copy today. Sample copy of WAYSIDE SALESMAN, together with rate card and circulation statement will accompany the survey.

**WAYSIDE SALESMAN**  
*Devoted to Roadside Merchandising*  
**WAVERLY, IOWA**

couraging the use of these products on projects in which they or their friends may be interested, helps the corporation and thus furthers the stockholders' interest."

And so modern merchandising which, in the final analysis, consists of nothing more than utilizing every ethical and sensible means of promoting sales, has penetrated into what the financial writers like to call "the house at 71 Broadway."

\* \* \*

The Schoolmaster recently presented a mild counter-argument against those advertisers who are concerned over the number of their coupons that are being answered by children. He told how, in spite of the fact that coupons offering samples and booklets have been answered by a number of children on his street, these samples and booklets had been influential in making some of the parents switch brands or try new products.

Since that session of the Class, the Schoolmaster has been shown the results of a survey by an advertising agency to check up on the type of prospect answering the coupon of one of its clients. Interviewers were instructed to report, incidentally, if any of the names selected for an interview were those of children. The product for which this survey was conducted is a somewhat expensive cosmetic. It might naturally be expected that many potential flappers might be tempted to write for a sample.

Ten interviewers in various cities throughout the country made approximately 500 calls on persons selected at random from those who had answered this advertiser's coupon.

No tabulation of their reports in total figures has been made but six typical letters shown to the Schoolmaster reveal the following information: The first interviewer reported that all of those interviewed might be called good prospects with no names of children on her list; the second reported similarly; the third that all were good prospects with one child on her list; the fourth all good

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No other lamp has the slip-on shade. It is a Faries patented feature, which saves you time, temper, and breakage. If your desk is not already equipped with a Faries Verdelite lamp, you may like to have a look at our catalog-W.

## Slip-on Shade

Many designs are illustrated in the catalog. If No. 3230 (above) suits you, and your dealer's stock is low, we will ship the lamp prepaid, for your own use, or as a gift.



Shade slips on and off  
without aid of screws or  
main force.

**FARIES MANUFACTURING COMPANY**

Decatur, Illinois

## WHO WANTS TO KNOW?



why everybody wants to know. Today positive knowledge is essential, its "thumbs down" for guess work. Get the *Standard Advertising Register* the Red Book.

The *Standard Advertising Register* is a thoroughly dependable Service giving you the essential details about *National Advertisers* and *Advertising Agencies*. Our large force is constantly busy with revisions. We aim to keep abreast of the current changes. There is no Service so thorough or complete. Write our nearest office.

**Quit Guessing - Get the Register ! !**

**National Register Publishing Company**

245 Fifth Ave., New York

7 Water St., Boston

Chamber of Commerce Bldg., Los Angeles

140 So. Dearborn St., Chicago

929 Russ Bldg., San Francisco

TORONTO  
HAMILTON  
HALIFAX  
MONTREAL  
LONDON, Eng.

**"GIBBONS KNOWS CANADA"**

**J. J. GIBBONS Limited**

CANADIAN ADVERTISING AGENTS

WINNIPEG  
REGINA  
CALGARY  
EDMONTON  
VICTORIA  
VANCOUVER

## Openings for Advertising Representatives

Aggressive, with knowledge of advertising and marketing principles. Access to national and sectional advertisers and agencies. Whole or part time service on commission basis. Work relates to established medium offering lucrative returns. Large national coverage. Openings in major cities, east, central and coast. Detail your experience. Indicate choice of location.

Address. "X," Box 241, Printers' Ink.

prospects and no children; the fifth, out of eighty calls, reported only six who were not good prospects, these six including not only children but elderly women; the sixth reported all good prospects and two children. Judging from these representative reports, therefore, it does not seem that in this particular survey the child problem is anything to get excited about.

This survey, however, may suggest to any advertiser who feels that samples going to children is a problem, the advisability of a similar investigation, broader or less extensive, according to his needs.

\* \* \*

The methods of approach and opening used by various salesmen calling from door to door have always interested the Schoolmaster. These canvassers, he must admit, are frequently suave enough and genial enough not only to gain a welcome entrance to their prospects' homes, but also to culminate pleasant calls with equally pleasant business transactions. But occasionally the tactlessness with which a salesman approaches his prospect is disastrous to his chances of selling, and also affords amusement or ire, as the case may be, to his customer-intended.

The Schoolmaster includes among his friends a white-haired woman of indisputable charm. The fact that she is white-haired and beyond what is vaguely referred to as "middle-age" is not sufficient evidence to permit describing her as "old."

Recently this woman opened her front door in answer to a strident ring. She beheld a well dressed man of what, in this case, may be called middle-age. He studied her for a moment and then spoke with unwarranted abruptness.

"Madam," he said, "can I interest you in a cemetery plot?"

The Schoolmaster's friend, needless to say, was somewhat taken aback at the presumptuousness of the implication, coming as it did from what, to her, was a mere youngster. Had it not been for an inherent sense of humor that

# Seventeen Dollars a Call

IT costs real money these days to make a call on a prospect.

One publication which analyzed its own calls recently came to a seventeen dollar average.

This included the big jumps, the missed prospects.

Some publications run higher; for some, costs are much less.

One advertising agent who maintains a new business department says he's afraid to find out what calls on prospects cost him.

The unit of sale *does* make a difference.

A cost per call that was low for a builder of bridges would break a tractor maker. The latter's cost would bankrupt a vacuum cleaner maker and so on down the line.

But whatever the cost per call, *it can be lowered* and made more productive.

The answer is advertising in PRINTERS' INK which reaches *men who buy* everything from two million dollar advertising appropriations to new packages or paper for a booklet.

## PRINTERS' INK PUBLICATIONS

● Based on 'Aesop  
Glim specifications,  
**I qualify for**

● **Production & Office Manager  
for small agency.**

● **Assistant to Account Executive,  
Advertising Manager or  
Principal.**

Eight years' all-around experience with Four-A's and small agencies. Production, contact, layout and copy. Organizer and detail man. Twenty-five and eager for a future in advertising.

Address "V," Box 99, Printers' Ink

**Can You Use This Experience  
in Chicago?**

**Valuable to any Publisher,  
Advertiser or Agency**

Successful record in advertising, sales, merchandising and editorial work. Now handling national advertising for well-known magazine published in Chicago. Formerly advertising manager leading national weekly trade journal. Five years managing editor outstanding merchandising magazine. For ten years advertising executive on famous newspaper. Available immediately. Highest credentials. Young, Married. Address "U," Box 98, Printers' Ink, 231 So. La Salle Street, Chicago, Ill.

**PRINTING SALESMAN**

Well known printing plant equipped to do color, catalog and job work at reasonable prices wishes man with active accounts to solicit printing and complete direct by mail service. This man will be given creative co-operation. Salary and commission. Address "R," Box 96, Printers' Ink

**Selling through AGENTS**

The profitable way is to know how to get agents and keep them working. We know how as a result of ten years' specialization in direct selling. Write or call Direct Selling Headquarters, THE MARX-FLARSHEIM CO., 829 Enquirer Bldg., Cincinnati, O.

rescued her she might have slammed the door unceremoniously, and forgivably so, in the salesman's face.

\* \* \*

Several weeks ago the Schoolmaster commented on the number of common quotations which owe their origin to Francois Rabelais, that lusty, gusty father of *Gargantua* and *Pantagruel*. In a recent mail comes a communication from a member of the Class, H. B. Chipman, who takes issue with the Schoolmaster in giving Rabelais credit for certain quotations. His letter follows:

"Since Rabelais died before Shakespeare was born, I suppose that the former should be credited with that well known saying, 'and thereby hangs a tale,' which I have until now looked upon as Shakespeare's.

"But what about the quotation, 'a leap into the dark'? Was not Rabelais on his deathbed supposed to have said, 'I am going in search of a great *Perhaps*'? and is not Thomas Hobbes, 1679, the originator of the expression, 'I am going to take a frightful leap in the dark'? At any rate I must protest against Rabelais getting the kudos for the expression, 'Make a virtue of necessity.' Chaucer in 'The Knight's Tale' wrote, 'To maken vertue of necessite.'

"Again—'Coin is the sinews of war.' This was attributed by Diogenes Laertius to Diogenes the Cynic, and Plutarch also made use of the expression. Doesn't that rule friend Rabelais out?

"I don't doubt that Rabelais wrote 'looked a given horse in the mouth,' but this expression, commentators state, is at least as old as St. Jerome of the fourth century."

It was a sorry day for your Schoolmaster when he decided to pay tribute in Class to Rabelais. He could continue the argument, for he believes there is still plenty to be said. But "who shall decide when doctors disagree?" Here is one quotation, at least, that cannot be attributed to Rabelais.

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a pair

of golf shoes at Best's, a New York department store, and was pleasantly surprised to find that they were delivered enclosed in a handy bag of awning striped canvas. The bag supplies an excellent method of storing shoes in a locker, keeping them away from other articles of apparel.

It served to remind the Schoolmaster of another day, long past, when this plan of plussing the sale was more common. In those times, the clothier furnished several extra buttons with each suit of clothes, the shoe store threw in an extra pair of laces and the talking machine dealer gave away a little brush for use in cleaning records.

The idea has staged something of a comeback during the last year—the reason is obvious. However, it already shows signs of being overdone.

As a method of increasing good-will it has excellent possibilities. Unfortunately, it usually leads to competition in giving things away. Instead of merely plussing the sale, adding a little something that will make the item purchased a bit more useful—such as the bag for golf shoes—those who use the idea show signs of forgetting its original purpose. They begin to compete in giving things away and soon there seems to be no limit to the charitable impulses of the merchants.

Unless the Schoolmaster misses his guess, it will not be long before one of New York's energetic department stores, hearing of Best's pleasant little good-will gesture, will start giving golf balls away with each purchase of golf shoes. Another will then give a golf club. Before the Schoolmaster wears out his new pair of shoes, some store may be giving away, at no charge, memberships in an exclusive golf club with each purchase of golf shoes!

Modern merchandising is like that.

#### Joins John E. Lutz

W. L. Mullin, formerly with the Chicago *Journal*, has joined John E. Lutz, publishers' representative, of that city.

## I want a HE-MAN'S job—

I'm particular about the Company—it's got to be a live one. And there must be a lot of constructive work to do.

What kind of work? Executive and creative. Maybe advertising manager—or account executive. I have the education, ability and experience—and I deliver the goods.

If you want someone to produce results without flourishes—write me what you have to offer. I'll reciprocate.

Address  
"W." Box 240, Printers' Ink

To a

## TOP-HEAVY Advertising Agency

Because of past curtailment of advertising appropriations there are, no doubt, agencies which, in order to maintain an adequate organization for their present business, must show a deficit.

The principals who control accounts in such agencies might do better by simply closing their present operation and joining hands with a fully recognized agency, where they would be backed by a smooth functioning organization.

We are interested only in individuals who can make such a change honorably. We are not interested in taking over assets or liabilities of existing agencies.

Write "Y." Box 242, Printers' Ink

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

We Want to negotiate with responsible manufacturers who desire capable representation in the Philadelphia territories. We have established offices, facilities and connections that produce competent action for quality products.

**ANDERSON-ROBISON COMPANY**  
Manufacturers' Sales Agents  
Drexel Building Independence Square  
Philadelphia, Pa.

### EMPLOYMENT SERVICES

**Art Directors, Visualizers, Illustrators, Layout Men, Letterers and Industrial Designers.** All branches of the Graphic Arts. Free lance and staff basis.

**ART ALLIANCE OF AMERICA  
PLACEMENT SERVICE**  
65 E. 56th St. Plaza 6571-9756

● **How To Better Yourself** ●  
Confidentially consult **Walter A. Lowen**, formerly with "C & H" and other 4A's. Attractive opportunities listed daily for experienced agency personnel. Positions advertised under box numbers are also frequently listed with us. Register Free. 9-2 P.M. Vocational Bureau, Inc., 105 W. 40th St., N. Y. C., PENN. 5369.

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

**EXECUTIVES—CRAFTSMEN—JUNIORS—SECRETARIES—CLERICAL**

**Muncy Placement Service**

280 Madison Avenue, New York City  
Caledonia 2611

Elizabeth Muncy for 10 years in charge of employment bureau of AAAA.

### HELP WANTED

**ADVERTISING SALESMAN** for Class Magazine gives 100% coverage of its field. Must have selling ability. Special commission arrangement where earnings are large right from start if you are a producer. Box 987, Printers' Ink.

**COPYWRITER** with technical training for industrial products. State personal and professional qualifications and salary expected. Location Detroit. Box 980, Printers' Ink.

**YOUNG MAN**, good education, who can write, knows something of advertising and printing production for job in New York City. Send details and salary expected to Box 300, Printers' Ink.

**Wanted**—capable Poster Lettering man. Permanent connection for staff of reputable reproduction house. Requirements: Young, versatile, speedy, experienced in color layouts. New York City. Box 996, Printers' Ink.

**Wanted**—a well seasoned window display salesman who knows merchandising, dealership problems, and window displays. He must be forceful and know advertising methods. He must be at present earning around \$10,000 annually, but feels his capacity is greater and wants to make a change for a happier connection. Such a man will receive complete support from a reputable house who specializes in window display advertising. New York City. Box 997, Printers' Ink.

### MISCELLANEOUS

**PULLING MAIL ORDER ADVERTISING** placed in all magazines and newspapers. Classified and display. Estimate free. **WINEHOLT ADVERTISING AGENCY**, Box 2, Woodbine, Penna.

**ESTABLISHED** free lance artist desires one additional account. Versatile experience: modern, figure, color, design, layout, lettering. Myron X. Jonas, 154 Nassau Street, New York, Beekman-3 7425.

### POSITIONS WANTED

**BUSINESS MANAGER**—Successful economist, organizer and or builder in advertising, circulating, accounting and buying. Can take up duties immediately anywhere. Box 982, Printers' Ink.

**ARTIST**—Experienced—Modern—Layouts, Design, Finishes—seeks position with agency or printer. Goes any place. Box 984, P. I.

**SALES PROMOTION MAN** Thoroughly experienced in all forms of advertising, especially direct mail work. Able copywriter and exceptional layout man. Creator of selling ideas and resultful campaigns. Knows merchandising and printing. Box 986, Printers' Ink.

**CHILDREN, DOGS, HORSES**

Black and white, oil, water-color original drawings or from photos; not photo enlargements; New York; free lance. Box 991, Printers' Ink.

**VERSATILE FREE-LANCE ARTIST**  
ABLE TO RENDER CO-OPERATIVE SERVICE TO ADVERTISERS OR COUNSELORS. FRED ALBERT, 307 Fifth Ave., N. Y., Bogardus 2466.

**TYPE LAYOUT MAN**

Practical printing background and 4A agency experience. Typographical layouts in good taste. Box 989, P. I.

**VISUALIZER—ART DIRECTOR**  
Also knows photography; originated layouts, illustration ideas, type set-up many well-known big national campaigns; New York man; go anywhere. Box 990, P. I.

**Advertising Manager**, college woman, six years' experience merchandising, styling and creating real copy in textile and retail fields, desires connection with agency, publisher, or large textile house. Box 983, Printers' Ink.

**• EXECUTIVE DIRECTOR**—Art, copy, layout, production (public utility, manufacturing experience) desires new position. Will consider Southern connection or represent Northern business. Box 992, Printers' Ink.

**Fashion Illustrator**—Young man, adaptable, formerly connected with fashion magazine (women's) desires permanent position, agency or magazine. Experienced and layout, smart figures, rendered pen and ink, wash. Box 981, Printers' Ink.

**Young Woman** with exceptional experience in advertising wishes position as secretary and assistant to busy executive. Is expert stenographer, well educated, tactful, has executive ability and can furnish highest references from well known advertising men. Box 998, P. I.

**OPPORTUNITY  
OUTSIDE NEW YORK**

desired by well-rounded advertising man who can sell and write. Well educated; with a good keel of common sense. Pleasant to work with, for, or above. Hard worker; good correspondent. Wants more elbow room than New York offers to busy people. Married; Christian; age 35. Available Jan. 1. For details, write Box 993, Printers' Ink.

**Two Men**—Consumption Engineers that know how to anticipate wants and desires not yet realized, foreshadowed by the trends of public desire, seek a connection together with a company that appreciates the necessity for methods of management, production, advertising and selling for larger consumption. One, a financial expert, the other an advertising and sales expert. Experience of long standing. Best of references and records available. Connected at present. Salaries and bonus for results required. Willing to go anywhere. If necessary, will connect separately. Box 979, P. I.

**Direct Mail & Magazine Circulation Specialist**

Eight years of successful experience. Full or Part Time. Box 985, P. I.

Advertising experienced, Display and Direct by Mail; production, schedules, checking, copywriting, corresponding secretary, managing office. Capable young lady now available desires permanent opportunity. Box 994, Printers' Ink.

**SALESMAN**—5 years' experience selling posters and outdoor advertising to local and national advertisers, 3 years as territory representative for automobile manufacturer and 5 years selling tires and accessories. Age 37 years, college graduate and married. Will go anywhere. Box 988, Printers' Ink.

**ADVERTISING MANAGER** seeks new connection. College and business school graduate with extensive food merchandising experience. Handled advertising and promotion for large Eastern grocery chain. Background ideal for affiliation with food manufacturer or agency with food accounts. Footloose. Box 995, P. I.

**"For Information and Inspiration"**

"I OFTEN refer to my file of past issues for information and inspiration," writes M. C. Shipley, advertising manager, Mid-Continent Petroleum Corp.

Executives alert to the advantage of retaining their copies of PRINTERS' INK Weekly and Monthly for future reference are just as quick to see the advantage of availing themselves of the attractive binders we offer at cost.

For handy reference and orderly filing these attractive additions to desk or library literally become storerooms of information on sales and advertising problems.

Binders for the Weekly  
hold seven to nine copies,  
\$1.25; the Monthly  
six copies, \$2.00 postpaid.

**Printers' Ink Publications**  
185 Madison Ave. New York

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# Tampa's Lumber Shipments

During the first eleven months of this year 66,000,000 feet of Florida pine was shipped from Tampa to South America, the West Indies, the Leeward and Windward Islands, and to European countries. The total for 1930 will surpass 1928 figures and may exceed the 1929 record. As in the case of many other Tampa industries, lumber provides stable source of income distributed among the 43,000 readers of the Tampa Tribune.

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#### 1930 Federal Census

Tampa and Suburbs . . . . .	119,000
Jobbing Trade Area . . . . .	750,000



TAMPA, FLORIDA

The Beckwith Special Agency, National Representatives: New York, Philadelphia, Detroit, St. Louis, Kansas City, Atlanta and San Francisco.

The Sawyer-Ferguson Company  
Chicago Representatives



Dec. 11, 1930

## HURLEY MACHINE COMPANY

### CHICAGO

OFFICE OF  
THE PRESIDENT

October 24, 1930

Chicago Tribune,  
Chicago, Illinois

Gentlemen:

We have just been reviewing the situation of our business in the City of Chicago and Zone 7, preparatory to completing our sales and advertising plans for this territory in 1931.

You will be interested, we feel sure, to know of certain developments in our business during the past year, which we attribute to a large degree to our advertising in the Chicago Tribune.

We feel you will be more than ordinarily interested in these developments because there has never been a year in the history of our business when economic conditions have exacted as much from sales and advertising as they have this year. And despite these conditions with the use of the Chicago Tribune exclusively in this territory, coupled with the most aggressive sales activity we have employed in years, our business in the City of Chicago and Zone 7 has increased approximately 20%.

To have been a factor in this increase over 1929 — the biggest previous year in our history — is, we believe, a tribute to any newspaper.

The fact that we have used no other newspaper is sufficient evidence that you have produced in a manner to justify a continuation of this policy.

Very sincerely yours,

*Ed. Hurley Jr.*

**HURLEY**  
uses the **TRIBUNE**  
exclusively in Chicago  
—THOR WASHER  
SALES INCREASE

20%  
over last year!

**Chicago**  
**Tribune**

WORLD'S GREATEST NEWSPAPER